C7715-3

SEPTEMBER
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

	SEPTEMBER		% '84 VS '83	% IND	
	1984	1983		1984	1983
	18057	137.33		2.85	2.46
	13078	111.29		1.67	1.70
	1987	412.98		.94	.27
	2540	80.75		.24	.35
	21757	140.10		3.55	2.96
	526	801.33		.49	.07
	5969	137.85		.95	.81
	14726	122.78		2.11	2.01
	28100	122.32		3.97	3.82
	440	788.18		.40	.06
	3489	124.28		.50	.47
	933	26.80		.03	.13
	8049	132.63		1.22	1.09
	7916	96.75		.91	1.08
	1327	189.45		.29	.18
	5666	93.73		.62	.77
	20797	127.71		3.06	2.83
	3113	125.96		.45	.42
	757	31.97		.03	.10
	7377	153.59		1.30	1.00
	9179	98.01		1.04	1.26
	371	390.03		.17	.05
	70654	129.45		10.55	9.61
	81010	132.36		12.41	11.02
	20560	159.81		3.78	2.81
	16977	113.41		2.49	2.58
	20533	147.45		3.53	2.79
	7006	157.14		1.27	.95
	12954	89.24		1.34	1.76
	-	-		-	-
	11972	108.24		1.51	1.63
	1848	99.03		.21	.25
	35448	132.51		5.47	4.82
	5806	110.30		.74	.79
	11393	202.33		2.69	1.54
	10270	106.37		1.27	1.40
	1605	71.78		.13	.22
	6115	88.10		.84	.84
	47420	126.38		6.98	6.45
	128430	130.17		19.39	17.47
	69315	110.92		8.51	9.43
	4897	231.16		1.31	.67
	-	-		.01	-
	14548	117.91		1.98	1.98
	21102	68.67		1.68	2.87
	4722	82.23		.45	.64
	23190	115.82		3.10	3.15
	1251	142.45		.21	.17
	6363	89.25		.65	.86
	2844	96.72		.32	.39
	102021	122.00		14.36	13.88
	13599	97.89		1.53	1.85
	15874	140.02		2.56	2.16
	19733	175.87		3.98	2.69
	12928	131.47		1.96	1.76
	5696	97.89		.65	.77
	2320	100.56		.27	.32
	8122	80.96		.86	1.10
	80892	95.17		8.51	11.66
	3156	170.91		.62	.43
	-	-		.03	-
	18307	92.71		1.95	2.49
	25859	72.95		2.18	3.52
	3553	97.78		.41	.48
	44083	130.26		6.53	6.00
	3095	77.70		.27	.41
	5552	219.04		1.41	.76
	-	-		.01	-
	8310	108.58		1.04	1.13
	7432	67.16		.57	1.01
	6543	131.97		1.00	.89
	746	-		.88	.10
	31952	113.49		41.51	43.46
	40	60.00		-	.01
	198455	110.56		25.27	26.99
	735167	117.73			

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '04 VS '03	% IND		YEAR END 1993
	1994	1993		1994	1993	
A.M.C.	148319	140248	105.75	1.91	2.14	150757
(Alliance)	77364	98442	78.10	1.01	1.50	126076
(Encore)	54188	1987	-	.71	.03	15757
(Eagle)	16767	22216	66.26	.19	.34	30570
CHEVROLET	236887	186392	125.23	3.10	2.84	254175
(Laser)	40093	526	-	.52	.01	9518
(Le Baron)	73715	59677	121.98	.96	.91	72464
(E/RV/S RV/MPT)	123077	115185	105.05	1.62	1.75	153504
DODGE	298365	268790	110.49	3.91	4.10	362192
(Daytona)	33037	440	-	.43	.01	7412
(Colt/Vista)	29079	27744	104.33	.38	.42	40527
(Conq/Challenger)	2987	12055	24.61	.04	.18	14032
(Omni)	80645	88675	128.60	1.15	1.35	94960
(Aries)	81611	90344	89.40	1.07	1.38	117388
(Diplomat)	19011	18784	100.12	.25	.29	20857
(Dodge 400/600)	44793	46852	94.86	.59	.71	61981
OLDSMOBILE	239033	232576	101.66	3.13	3.55	306194
(Colt/Vista)	26022	24631	105.12	.34	.38	35647
(Conq/Sapporo)	2634	10040	26.10	.03	.15	11863
(Horizon)	93273	65996	140.11	1.22	1.01	91866
(Reliant)	104563	120726	85.80	1.37	1.84	154679
(Gran Fury)	11904	11183	102.64	.16	.17	12139
CHRYSLER CORP	775285	687758	111.50	14.14	19.49	922561
FORD	949800	741976	126.54	12.42	11.31	1034732
(Escort)	277552	263837	104.62	3.62	4.02	343893
(Tempo)	188365	58125	319.01	2.46	.89	124080
(LTD/Cro Vict)	271803	207232	128.87	3.56	3.16	280981
(Mustang)	98796	84666	115.24	1.29	1.29	113957
(T'Bird)	113290	82388	135.87	1.48	1.26	124992
ERA	-	-	-	-	-	-
LINCOLN	105774	71960	143.59	1.38	1.10	97208
(Mark VI & VII)	23456	20608	111.31	.30	.32	26353
MERCURY	387946	287708	132.81	5.08	4.39	395041
(Topaz)	54852	18099	300.95	.72	.28	38106
(Marq/Gr Marq)	184189	119892	150.88	2.40	1.83	158556
(Cougar)	86770	53795	158.15	1.14	.82	80380
(Capri)	1253	16584	7.58	.02	.26	22051
(Lynx)	48601	65848	73.32	.64	1.00	83679
GMC/HEAVY DIV.	493720	359568	134.97	6.46	5.49	492247
FREE MOTOR CO.	1443526	1101644	129.29	18.88	16.80	1526979
BUICK	690538	600077	113.65	9.03	9.15	818256
(Skyhawk)	95210	54987	171.71	1.25	.84	71501
(Somerset Regal)	107	-	-	-	-	-
(Century)	153423	100364	151.41	2.00	1.53	146211
(Regal)	147222	170790	85.20	1.93	2.61	226966
(Riviera)	37474	34309	107.33	.49	.52	51123
CADILLAC	230060	207827	109.24	3.01	3.17	291552
(Cimarron)	13695	14447	93.92	.18	.22	19124
(Eldorado)	45972	40235	101.94	.66	.74	65987
(Seville)	25610	21779	116.50	.33	.33	32501
CHEVROLET	1201934	959224	124.69	15.73	14.64	1310503
(Chevette)	133512	132000	100.56	1.75	2.01	176053
(Celebrity)	241391	114399	209.15	3.16	1.74	172350
(Cavalier)	283008	175567	161.22	3.70	2.69	249697
(Camaro)	154593	128316	116.90	2.02	1.96	175690
(Citation)	72426	74005	97.35	.95	1.13	92126
(Corvette)	20823	18802	109.03	.27	.29	26031
(Monte Carlo)	95190	70028	134.09	1.25	1.07	102626
OLDSMOBILE	816595	705135	114.10	10.69	10.75	971225
(Firenza)	46694	33286	138.66	.61	.51	43896
(Calais)	240	-	-	-	-	-
(Cutlass Ciera)	190059	126270	149.34	2.49	1.93	185756
(Cutlass)	244978	231822	104.11	3.20	3.53	319074
(Toronado)	30255	26955	108.59	.40	.41	39101
PONTIAC	525121	375128	138.10	6.87	5.72	536404
(1000)	20880	26054	79.09	.27	.40	33710
(2000 Sunbird)	97134	63252	152.03	1.27	.96	85435
(Grand AM)	114	-	-	-	-	-
(6000)	92118	61464	148.09	1.20	.94	89890
(Bonneville)	51960	59774	85.81	.68	.91	81990
(Firebird)	70364	66178	116.77	1.03	1.01	90855
(Fiero)	7481	746	-	.98	.01	10038
GEN MTRS CORP	3464628	2847491	120.18	45.33	43.43	3927844
Misc. Domestic	211	521	40.50	-	.01	617
Other Import	1014835	1778740	101.12	23.74	27.13	2355208
U.S. TOTAL	7644004	6556402	115.27			8924186

(Manu Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	SEPT. 1984	% IND	YEAR TO DATE 1984	YEAR TO DATE 1983	% OR VS '83	% IND 1984	% IND 1983
Dodge	3118??	10.47	31?22?	184451	165.59	10.38	8.61
Plymouth	5517	1.84	57895	5557	870.41	1.93	.31
Ford	78578	27.59	855520	672317	125.64	28.71	31.52
Chevrolet	92126	25.77	818835	634478	124.65	27.33	30.25
G.M.C.	20297	7.36	225904	173344	123.45	7.54	8.48
IH	7005	1.98	47912	35552	129.16	1.60	1.72
Jeep Truck	13571	3.81	184652	48501	210.58	3.45	2.30
Mack/Multiliner	2817	.78	17955	11138	160.71	.60	.52
Kenworth	1531	.43	10147	4977	203.68	.34	.23
Peterbilt	1021	.29	9125	5322	170.27	.30	.25
Daimler-Benz Corp.	2005	.56	13162	5099	135.69	.44	.48
Volvo White	861	.24	7127	3450	206.29	.24	.16
Western Star	131	.04	478	226	208.73	.02	.01
Miscellaneous	6765	18.96	512230	321947	157.24	17.10	15.14
U. S. Total	357652		2295952	2129331	116.33		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 9-10	GVW 3 10-14	GVW 4 14-15	GVW 5 15-16.5	GVW 6 16.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	207542	102683	--	--	--	--	--	--
(Dodge 1)	146629	64516	--	--	--	--	--	--
Plymouth *	57785	113	--	--	--	--	--	--
Ford	242197	580044	--	--	--	9367	18126	8790
(Ford 2)	238776	166763	--	--	--	--	--	--
Chevrolet	415664	367065	27231	--	178	5174	6831	439
(Chev 3)	296106	149850	--	--	--	--	--	--
G.M.C.	98345	100229	1201	--	2416	4762	9594	9352
(G.M.C 4)	50470	37445	--	--	--	--	--	--
I.H.	--	--	--	--	--	15751	18847	21209
Jeep Truck	65278	15374	--	--	--	--	--	--
(Jeep 5)	65278	12871	--	--	--	--	--	--
Mack/Multiliner	--	--	--	--	--	2548	526	14881
Kenworth	--	--	--	--	--	--	--	10147
Peterbilt	--	--	--	--	--	--	--	9125
Daimler-Benz Corp.	--	--	--	--	--	1031	661	11470
Volvo White	--	--	--	--	--	955	6181
Western Star	--	--	--	--	--	--	--	478
Miscellaneous	504260	6152	202	524	3	70	150	849
Total	1615060	1076536	28674	524	2596	38717	48801	92947
1983 Total	1133403	853265	13963	216	447	31113	36212	65372
1984 vs '83	142.5%	126.2%	205.4%	242.6%	580.8%	124.4%	134.8%	142.2%

(Name Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans
4 Plymouth Includes Sraap, Voyager, and Voyager RSE
5 Includes Vans, Jimmy, S15 and Caballero
6 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New Vans and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison excludes Oklahoma Data.

REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

3

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	5761	.08	--	--
Chevrolet Spectrum	--	--	--	--
Dodge Colt	23666	.31	27744	.42
Dodge Colt Vista 5Dr	5193	.07	--	--
Dodge Conquest	2423	.03	--	--
Dodge Challenger	554	.01	12814	.19
Plymouth Colt	21152	.28	24631	.38
Plymouth Colt Vista 5Dr	4650	.06	--	--
Plymouth Conquest	2237	.03	1	--
Plymouth Sapporo	357	.01	10033	.15
ASC	--	--	--	--
Total Domestic Sponsored Imports	66403	.87	74473	1.14
OTHER IMPORTS				
Isuzu	15501	.20	14875	.23
Nissan	250435	4.65	338217	5.17
Honda	365940	4.80	276115	4.19
Mazda	121484	1.58	125702	1.90
Mercedes-Benz	55050	.72	53536	.82
Renault	5905	.13	25515	.40
Subaru	108580	1.42	113254	1.68
Toyota	378033	4.94	415280	6.33
Volkswagen	123064	1.61	104852	1.58
Volvo	75249	.98	68949	1.03
Others	202220	2.65	163273	2.49
Total Other Imports	1614835	23.74	1777194	27.13
GRAND TOTAL ALL PASSENGER CARS	1881210	24.61	1853210	28.27

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	--	--	3140	.15
Dodge RAM 50	24523	1.15	22500	1.08
Ford Courier	--	--	9000	.42
Plymouth Arrow	--	--	845	.04
Total Domestic Sponsored Imports	24523	1.15	35585	1.67
OTHER IMPORTS				
Isuzu	30807	1.50	16482	.77
Nissan	146232	6.80	98011	4.64
Mazda	86303	2.80	49013	2.33
Subaru	3858	.12	4366	.21
Toyota	213961	7.14	129502	6.00
Volkswagen	14376	.40	15184	.71
Others	13085	.44	7250	.33
Total Other Import Trucks	507780	19.95	329865	15.80
GRAND TOTAL ALL IMPORT TRUCKS	542231	18.11	258430	18.78

CHEVROLET SIO	141841	4.73	133210	6.27
DODGE RAMPAGE	7732	.26	8130	.38
FORD RANGER	165103	5.52	135160	6.26
GMC S15	31852	1.06	29954	1.41

UNITED STATES SUMMARY

VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751384	2556810
*1977	8851960	2387417
*1978	8774400	3056000
*1979	10870034	3636329
*1980	10480128	2803344
*1981	10566405	3470359
*1982	9766837	3476777
*1983	9943819	3105409
*1984	7754382	3439371
*1985	8804168	3975535

TOTALS INCLUDE ALASKA & HAWAII
NON-DOMESTIC NOT DISCLOSED

C. R. POLK & CO. D.D.#5

SEPTEMBER 1984 ISSUES 11/84

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C7715-3

OCTOBER
1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '84 VS '83	% IND	
	1984	1983		1984	1983
AMC	15357	15550	98.66	1.84	2.65
(Alliance)	8407	9230	90.29	1.00	1.21
(Encore)	5131	3325	153.62	.62	.44
(Eagle)	1819	2649	68.18	.22	.35
CHRYSLER	30108	21579	136.14	3.61	2.85
(Laser)	4183	1698	244.23	.50	.22
(Le Baron)	8138	6268	128.62	.98	.83
(E/M/S 04/GPT)	17761	13275	129.13	2.13	1.76
DODGE	37341	28960	127.86	4.47	3.82
(Daytona)	3512	1374	253.71	.42	.18
(Colt/Vista)	4948	3609	136.44	.59	.48
(Conq/Challenger)	267	754	35.28	.03	.10
(Omni)	10512	8572	121.89	1.26	1.13
(Aries)	10011	8112	122.16	1.20	1.07
(Diplomat)	2422	906	262.58	.29	.12
(Dodge 400/600)	5652	5385	103.96	.68	.71
PLYMOUTH	20680	23279	122.11	3.44	3.08
(Colt/Vista)	4489	3368	132.69	.54	.45
(Conq/Sapporo)	267	721	36.62	.03	.10
(Horizon)	10372	8706	118.23	1.24	1.15
(Reliant)	10720	10190	104.33	1.29	1.34
(Gran Fury)	1161	294	389.46	.14	.04
CHRYSLER CORP.	88129	73818	120.46	11.52	9.75
FORD	114181	90239	125.20	13.68	11.92
(Escort)	34268	24645	138.36	4.11	3.26
(Tempo)	21178	21042	99.71	2.54	2.78
(LTD/Crn Vict)	33639	22091	149.80	4.03	2.92
(Mustang)	11552	8664	131.72	1.38	1.14
(T-Bird)	13544	13126	102.06	1.62	1.73
EDS	-	-	-	-	-
LINCOLN	13020	9094	139.47	1.56	1.20
(Mark VI & VII)	1689	1286	128.54	.20	.17
MERCURY	48087	35070	129.26	5.53	4.64
(Topaz)	6313	5508	113.04	.76	.73
(Marq/Gr Marq)	20904	11992	171.12	2.51	1.58
(Cougar)	11544	9166	123.24	1.38	1.21
(Capri)	1147	1878	60.49	.14	.25
(Lynx)	6179	6395	96.18	.74	.85
LINC/MERC DIV.	55915	44194	131.36	7.09	5.84
FORD MOTOR CO.	173290	134403	127.23	20.77	17.76
BUICK	78428	73973	104.72	9.40	9.77
(Skyhawk)	9028	5227	171.00	1.08	.69
(Somerset Regal)	1845	-	-	.22	-
(Century)	19023	15220	123.92	2.28	2.01
(Regal)	13503	20881	63.91	1.62	2.75
(Riviera)	4768	5357	87.68	.57	.71
CADILLAC	25942	27332	94.23	3.11	3.61
(Cimarron)	1675	1547	107.95	.20	.20
(Eldorado)	8138	7443	81.50	.74	.98
(Seville)	3023	3504	85.45	.36	.46
CHEVROLET	121244	109853	109.16	14.54	14.52
(Chevette)	11014	13478	81.12	1.32	1.78
(Celebrity)	24300	16143	149.15	2.91	2.13
(Cavalier)	31459	22629	138.19	3.78	2.99
(Camaro)	14523	15402	93.16	1.74	2.04
(Citation)	8333	5912	106.07	.76	.78
(Corvette)	2926	2293	124.73	.35	.30
(Monte Carlo)	7005	10418	67.11	.85	1.38
GM DIVISIONS	71365	88554	79.30	8.83	11.70
(Firenza)	4900	3419	142.15	.59	.45
(Calais)	1693	-	-	.20	-
(Cutlass Ciera)	14277	19798	71.36	1.71	2.62
(Cutlass)	19055	29652	63.35	2.29	3.92
(Toronado)	3850	3940	94.62	.46	.52
PONTIAC	54090	52035	104.07	6.50	6.88
(1000)	2078	2739	74.52	.25	.36
(2000 Sunbird)	9566	6414	147.75	1.15	.85
(Grand Prl)	2533	-	-	.30	-
(6000)	9814	9175	105.89	1.18	1.22
(Bonneville)	4678	7969	57.91	.56	1.05
(Firebird)	6566	7747	84.20	.79	1.02
(Fiero)	8776	4330	194.73	1.01	.57
GEN. MTRS. CORP.	352475	351747	98.95	42.26	46.48
Misc. Domestic	24	41	58.54	-	.01
Other Import	197019	181236	107.82	23.61	23.95
U.S. TOTAL	834380	756795	108.95		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END
	1984	1983		1984	1983	1983
A.M.C.	181678	155798	103.16	1.91	2.13	190797
(Alliance)	85771	157672	79.15	1.01	1.47	126076
(Encore)	59325	5312	-	.70	.07	15757
(Eagle)	16580	24865	66.47	.20	.34	10570
CHRYSLER	286995	207968	126.36	3.15	2.84	254175
(Laser)	44276	2224	-	.52	.03	9518
(Le Baron)	81853	65944	122.60	.97	.90	79464
(E/W/S W/NPT)	140838	128459	107.54	1.66	1.75	153508
DODGE	336706	297747	112.10	3.97	4.07	362192
(Daytona)	36549	1814	-	.43	.02	7412
(Colt/Vista)	34027	31351	108.03	.40	.43	40527
(Conq/Challenger)	3254	12809	25.24	.04	.18	14032
(Omni)	99357	77247	127.86	1.18	1.06	94960
(Aries)	91622	80455	92.10	1.08	1.34	117988
(Diplomat)	21433	19890	107.60	.25	.27	20857
(Dodge 400/600)	50445	52237	95.80	.59	.71	61981
PLYMOUTH	267713	255855	103.52	3.16	3.50	306194
(Colt/Vista)	30511	27999	108.44	.36	.38	35647
(Conq/Sapporo)	2901	10761	26.80	.03	.15	11863
(Horizon)	103645	74702	137.56	1.22	1.02	91866
(Reliant)	115291	130916	87.06	1.37	1.79	154679
(Gran Fury)	13065	11477	109.99	.15	.16	12139
CHRYSLER CORP.	871414	761570	113.14	10.28	10.41	922561
FORD	1063987	832161	126.41	12.55	11.38	1034732
(Escort)	311920	298475	107.51	3.68	3.93	343893
(Tempo)	209543	79347	261.52	2.47	1.09	124080
(LTD/Crn Vict)	305442	229308	130.89	3.60	3.14	280961
(Mustang)	110348	93327	116.77	1.30	1.28	113957
(T'Bird)	126834	95483	131.08	1.50	1.31	124992
XR4	-	-	-	-	-	-
LINCOLN	110802	81053	143.13	1.40	1.11	97206
(Mark VI & VII)	25145	21894	112.32	.30	.30	26353
MERCURY	434033	322765	132.43	5.12	4.41	395041
(Topaz)	61165	23606	257.12	.72	.32	36108
(Marq/Gr Marq)	205093	131882	152.72	2.42	1.80	158556
(Cougar)	98314	82952	153.09	1.16	.86	80368
(Capri)	14681	18851	76.96	.17	.26	22951
(Lynx)	54780	72243	75.35	.65	.99	83679
LINC/MERC. DIV.	552835	403810	134.58	6.52	5.52	492247
FORD MOTOR CO.	1616822	1235979	129.08	19.07	16.90	1526979
BUICK	768986	674048	112.67	9.07	9.22	818256
(Skyhawk)	104244	60214	171.65	1.23	.82	71501
(Somerset Regal)	1952	-	-	.02	-	-
(Century)	172446	115582	147.79	2.03	1.58	146211
(Regal)	160725	191671	82.88	1.90	2.63	226966
(Riviera)	42242	39666	104.68	.50	.54	51123
CADILLAC	256002	235257	107.49	3.02	3.22	291552
(Cimarron)	15370	15994	95.28	.18	.22	19124
(Eldorado)	58102	55777	99.22	.76	.76	69487
(Seville)	28633	25283	112.20	.34	.35	32581
CHEVROLET	1323178	1069070	122.55	15.60	14.62	1310503
(Chevette)	144526	145478	98.76	1.70	1.99	176053
(Celebrity)	265691	130539	201.73	3.13	1.79	172350
(Cavalier)	314487	198194	157.70	3.71	2.70	249697
(Camaro)	169116	143718	116.14	1.99	1.97	175690
(Citation)	78759	79917	98.03	.93	1.09	92126
(Corvette)	23749	21895	110.74	.28	.29	28037
(Monte Carlo)	102275	80446	125.42	1.21	1.10	102628
OLDSMOBILE	888940	793687	110.29	10.48	10.85	971228
(Firenza)	51600	36705	139.17	.61	.50	43996
(Calais)	1933	-	-	.02	-	-
(Cutlass Ciera)	204336	146068	138.77	2.41	2.00	185756
(Cutlass)	264033	261474	99.49	3.11	3.57	319074
(Toronado)	34111	30895	106.81	.40	.42	39101
PONTIAC	580017	427153	133.96	6.84	5.84	536404
(1000)	22950	28792	78.65	.27	.39	33710
(2000 Sunbird)	106700	69665	151.64	1.26	.95	85435
(Grand AM)	2647	-	-	.03	-	-
(6000)	101932	78638	142.61	1.20	.97	89890
(Bonneville)	56646	87742	82.53	.67	.93	119308
(Firebird)	84944	73924	113.36	1.00	1.01	90859
(Fiero)	81588	5076	-	.96	.07	18038
GEN. MTRS CORP.	3817103	3199215	117.84	45.01	43.75	3927944
Misc. Domestic	235	562	41.81	-	.01	617
Other Import	2011846	1959954	101.74	23.73	26.80	2355228
U.S. TOTAL	8479096	7313078	114.62			8924186

(Make Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '84 VS '83	% IND	
	1984		1984	1983		1984	1983
Dodge	37510	10.72	347733	205298	167.12	10.40	8.58
Plymouth	6842	1.96	84738	6953	922.94	1.94	.29
Ford	99353	28.42	958873	756737	124.14	28.65	31.64
Chevrolet	91411	26.13	910946	723581	123.18	27.21	30.26
G.M.C.	27485	7.86	253389	200676	123.16	7.58	8.39
IH	6721	1.92	54633	41689	129.20	1.63	1.74
Jeep Truck	13904	3.97	118556	55850	208.98	3.54	2.34
Mack/Midliner	2695	.77	20650	12360	166.57	.62	.52
Kenworth	1101	.31	11248	6023	186.00	.34	.25
Peterbilt	1230	.35	10353	6252	164.44	.31	.26
Daimler-Benz Corp.	2022	.58	15184	11173	135.89	.45	.47
Volvo White	888	.25	8015	4015	199.50	.24	.17
Western Star	70	.02	546	253	215.62	.02	.01
Miscellaneous	58575	16.74	570805	360621	156.46	17.07	15.08
U. S. Total	349807		3344769	2391481	137.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	234191	113542	-	-	-	-	-	-
(Dodge 1)	169798	70792	-	-	-	-	-	-
Plymouth *	64621	117	-	-	-	-	-	-
Ford	269178	648510	-	-	-	10271	21173	9741
(Ford 2)	265327	208487	-	-	-	-	-	-
Chevrolet	461906	404432	29326	-	207	5883	7716	576
(Chev 3)	314934	164585	-	-	-	-	-	-
G.M.C.	109969	111979	1330	-	3072	5494	10894	1951
(G.M.C 4)	67632	41854	-	-	-	-	-	-
I.H.	-	-	-	-	-	17980	12580	24073
Jeep Truck	101046	17510	-	-	-	-	-	-
(Jeep 5)	101046	14750	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2860	606	17184
Kenworth	-	-	-	-	-	-	-	11248
Peterbilt	-	-	-	-	-	-	-	10353
Daimler-Benz Corp.	-	-	-	-	-	1239	744	13201
Volvo White	-	-	-	-	-	-	1089	6926
Western Star	-	-	-	-	-	-	-	546
Miscellaneous	561640	7113	242	598	11	80	184	939
Total	1802551	1303203	30898	596	3290	43807	54986	105438
1983 Total	1273313	958154	16524	277	615	38803	40710	63085
1984 vs '83	139,36	133,01	186,89	215,16	534,80	111,30	133,21	165,77

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Remcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans
* Plymouth Includes Scamp, Voyager, and Voyager FWD
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma-1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

REGISTRATIONS FOR THE STATE OF MAINE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	7101	.08	-	-
Chevrolet Spectrum	-	-	-	-
Dodge Colt	27947	.33	31132	.43
Dodge Colt Vista SW	6080	.07	219	-
Dodge Conquest	2683	.03	118	-
Dodge Challenger	571	.01	12691	.17
Plymouth Colt	24848	.29	27897	.38
Plymouth Colt Vista SW	5663	.07	102	-
Plymouth Conquest	2499	.03	114	-
Plymouth Sapporo	402	-	10647	.15
XR4	-	-	-	-
Total Domestic Sponsored Imports	77794	.92	82920	1.13
OTHER IMPORTS				
Isuzu	17429	.21	16780	.23
Nissan	397945	4.69	437540	5.98
Honda	407325	4.80	325546	4.45
Mazda	136567	1.61	142853	1.95
Mercedes-Benz	60843	.72	58890	.81
Renault	10855	.13	29192	.40
Subaru	121990	1.44	123735	1.69
Toyota	418550	4.94	452360	6.19
Volkswagen	133481	1.57	116805	1.60
Volvo	81569	.96	75494	1.03
Others	225292	2.66	180759	2.47
Total Other Imports	2011846	23.73	1959954	26.80
GRAND TOTAL ALL IMPORT CARS	2089640	24.64	2042874	27.93

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	4002	.17
Dodge RAM 50	40320	1.21	26308	1.10
Ford Courier	-	-	9067	.38
Plymouth Arrow	-	-	831	.03
Total Domestic Sponsored Imports	40320	1.21	40208	1.68
OTHER IMPORTS				
Isuzu	33903	1.01	18788	.79
Nissan	161596	4.83	111448	4.66
Mazda	96758	2.89	55726	2.33
Subaru	4057	.12	4905	.21
Toyota	239076	7.15	143874	6.02
Volkswagen	15465	.46	16596	.69
Others	15010	.45	8002	.33
Total Other Import Trucks	565865	16.92	359339	15.03
GRAND TOTAL ALL IMPORT TRUCKS	606185	18.12	399547	16.71

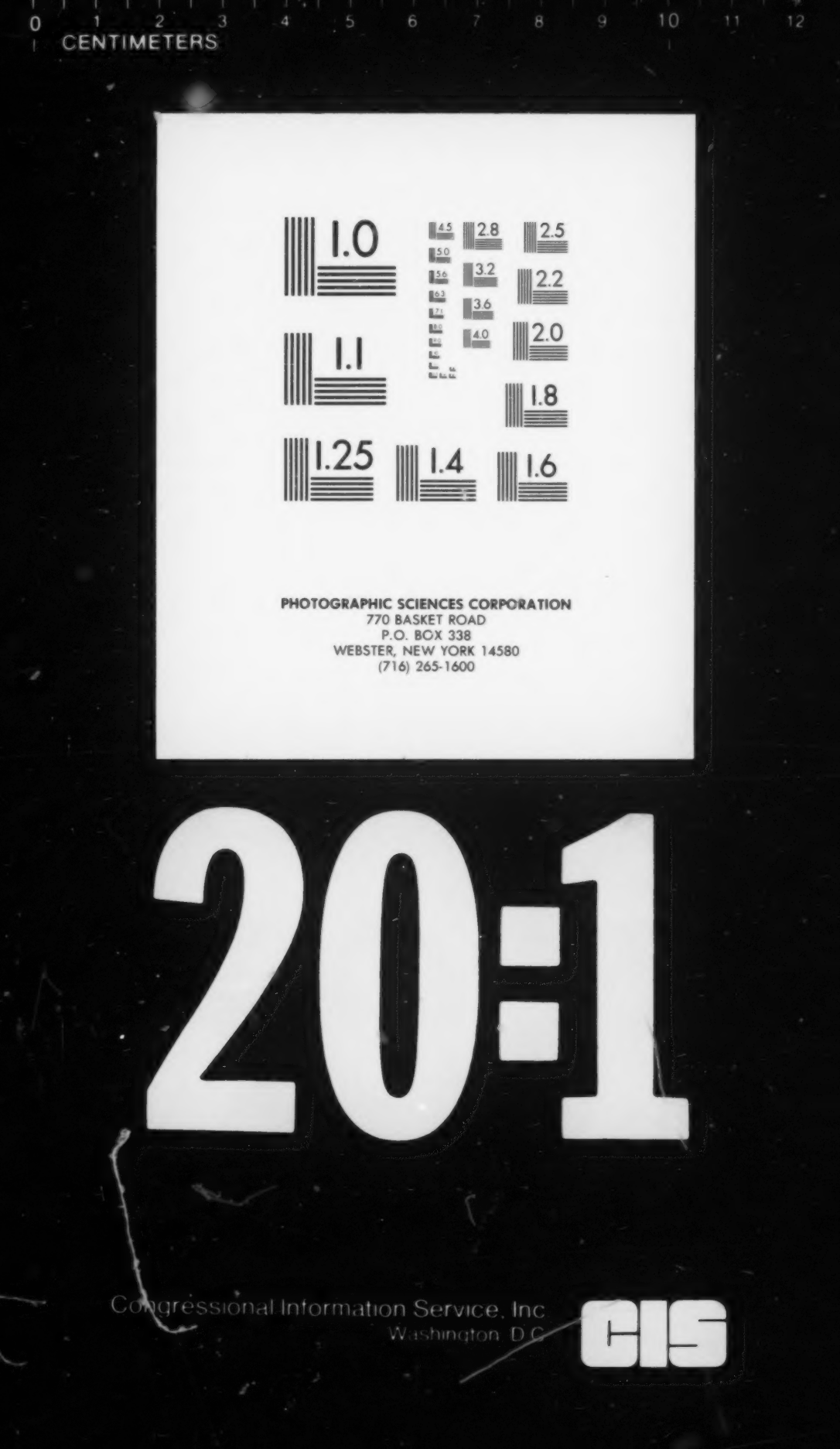
NEW DOMESTIC LIGHT TRUCKS (0-6,000 LBS)

CHEVROLET S10	156977	4.69	147404	6.16
DODGE RAMPAGE	8458	.25	9004	.38
FORD RANGER	183958	5.50	149612	6.26
GMC S15	35478	1.06	32880	1.37
UNITED STATES SUMMARY				

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1974	8701094	2058018
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10826234	3509328
*1978	10946104	3962340
*1979	10256895	3472208
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2970556

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO R.8-04
OCTOBER 1984 ISSUED 12/84


0 1 2 3 4 5 6 7 8 9 10 11 12
CENTIMETERS
1.0
1.1
1.25
1.4
1.6
2.8
2.5
3.2
2.2
3.6
2.0
4.0
1.8
PHOTOGRAPHIC SCIENCES CORPORATION
770 BASKET ROAD
P.O. BOX 338
WEBSTER, NEW YORK 14580
(716) 265-1600
20:1
Congressional Information Service, Inc
Washington D.C.
CIS

New Car Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 78%

RADIO—BY 88%

MAGAZINES—BY 68%

NEWSPAPERS—BY 79%

New Car Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

C775-3 NOVEMBER 1984

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

			% '84 VS '83	% TMD	
				1984	1983
		13960	104.14	1.79	1.99
		7733	97.08	.93	1.11
		3818	138.69	.65	.54
		2177	79.74	.21	.31
		20787	130.87	3.39	2.96
		2983	129.87	.48	.43
		6178	126.25	.96	.88
		11435	132.70	1.91	1.62
		28138	130.51	4.52	4.01
		2184	163.14	.44	.31
		3886	131.57	.63	.55
		642	42.83	.03	.09
		7735	128.42	1.23	1.10
		6290	117.89	1.20	1.19
		613	410.11	.31	.09
		4633	112.61	.64	.66
		20879	140.33	3.61	2.98
		3440	128.40	.54	.49
		601	43.26	.03	.09
		7036	151.09	1.32	1.00
		9568	108.42	1.28	1.37
		234	489.32	.14	.03
		19804	133.55	11.52	9.95
		10940	120.33	13.56	12.96
		4299	140.89	4.23	3.46
		10081	107.15	2.66	2.86
		12989	124.43	3.56	3.26
		10192	119.43	1.51	1.45
		13063	98.76	1.80	1.86
		-	-	-	-
		6847	176.16	1.51	.98
		1518	96.44	.18	.22
		12493	133.40	5.39	4.63
		5269	121.43	.79	.75
		11752	160.30	2.35	1.67
		7929	134.64	1.33	1.13
		2035	66.58	.17	.29
		5441	111.74	.75	.78
		36140	140.85	6.39	5.61
		102280	126.53	20.46	18.57
		14302	116.37	9.27	9.17
		5028	160.82	1.80	.72
		-	-	.52	-
		13903	131.07	2.25	1.98
		6111	73.01	1.45	2.30
		4810	124.1	.62	.69
		24418	109.	3.31	3.45
		3901	99.66	.17	.20
		4077	[illegible]	.80	.85
		3459	104.15	.39	.44
		15011	108.66	14.15	14.97
		2856	78.11	1.24	1.83
		17292	149.17	3.20	2.47
		13289	119.41	3.45	3.33
		4866	97.15	1.77	2.09
		4913	124.32	.75	.70
		2189	144.08	.39	.31
		9362	72.60	.84	1.33
		8472	92.44	9.80	11.19
		3142	148.12	.58	.45
		-	-	.52	-
		17592	88.64	1.92	2.51
		16010	71.45	2.30	3.70
		3491	99.83	.44	.50
		48036	107.38	6.39	6.85
		2237	88.60	.25	.32
		6551	133.80	1.07	.93
		-	-	.62	-
		8455	102.08	1.07	1.21
		6513	56.95	.46	.93
		7398	93.84	.86	1.05
		5477	106.83	.73	.78
		10039	106.11	42.12	45.63
		32	59.38	-	-
		17333	116.72	24.11	23.86
		11448	115.12		

[illegible] UNITED STATES SUMMARY R. 0-04
NOVEMBER 1984 ISSUED 01/85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	176284	169758	103.84	1.90	2.12	190797
(Alliance)	93312	115405	80.85	1.00	1.44	126076
(Encore)	64654	9130	703.95	.70	.11	15757
(Eagle)	18318	27042	67.74	.20	.34	30570
CHRYSLER	294670	228755	126.77	3.17	2.85	254175
(Laser)	48251	52267	91.11	.52	.66	59115
(Le Baron)	89708	72122	122.91	.97	.90	79464
(E/MY/S AY/MPT)	156371	139892	109.59	1.68	1.75	153508
DODGE	373636	325885	114.66	4.02	4.07	362192
(Daytona)	40139	3998	995.22	.43	.05	7412
(Colt/Vista)	39165	35237	110.63	.42	.44	40527
(Conq/Challenger)	3532	13451	26.08	.04	.17	14032
(Omni)	109314	84982	127.91	1.18	1.06	94960
(Aries)	101444	106745	94.10	1.09	1.34	117988
(Diplomat)	23987	20303	118.13	.26	.25	20857
(Dodge 400/600)	55697	56870	97.17	.60	.71	61981
PLYMOUTH	297184	276734	107.39	3.20	3.45	306194
(Col./Vista)	34950	31439	110.62	.38	.39	35647
(Conq/Sapporo)	3162	11362	27.67	.03	.14	11863
(Horizon)	114333	81738	138.72	1.23	1.02	91866
(Reliant)	125719	140484	88.52	1.36	1.75	154879
(Gran Fury)	14230	11711	117.56	.15	.15	12139
CHRYSLER TOTAL	965490	831374	114.86	10.39	10.37	922561
FORD	117413	92301	125.81	12.64	11.52	103432
(Escort)	346375	312774	110.10	3.73	3.91	343893
(Tempo)	231249	59428	230.34	2.48	1.24	124060
(LTD/Crn Vict)	334530	232297	130.31	3.60	3.15	280961
(Mustang)	122666	103519	118.03	1.32	1.29	113951
(T'Bird)	139893	08546	127.17	1.50	1.35	124992
EDS	-	-	-	-	-	-
LINCOLN	131141	87900	145.70	1.41	1.10	97206
(Mark VI & VII)	26634	23412	111.29	.29	.30	26353
MERCURY	478031	355258	132.52	5.14	4.43	395041
(Topaz)	67600	28875	232.36	.73	.36	36106
(Marq/Gr Marq)	224255	143634	153.34	2.41	1.79	158555
(Cougar)	109182	70881	151.03	1.17	.88	80388
(Capri)	16059	20896	75.95	.17	.26	22951
(Lynx)	61535	71154	77.90	.66	.97	86848
LINC/MERC DIV	609172	443158	135.13	6.55	5.53	492247
FORD MOTOR CO.	1783885	1366259	126.83	19.19	17.05	1526979
BUICK	844673	738350	113.00	9.09	9.21	818256
(Skyhawk)	112396	65242	170.81	1.21	.81	71501
(Somerset Regal)	6185	-	-	.07	-	-
(Century)	190840	129485	145.99	2.05	1.62	146211
(Regal)	172583	207787	82.12	1.85	2.58	226966
(Riviera)	47322	44486	104.62	.51	.56	51123
CADILLAC	282995	259475	107.69	3.04	3.24	291552
(Cimarron)	16765	17384	95.60	.18	.22	19124
(Eldorado)	62557	61819	99.19	.67	.77	69487
(Seville)	31852	28342	111.33	.34	.35	32501
CHEVROLET	1438547	1174081	121.31	15.48	14.65	1310503
(Chevette)	154628	158334	97.68	1.66	1.98	176053
(Celebrity)	291855	147831	195.58	3.14	1.84	172350
(Cavalier)	342446	221483	153.68	3.70	2.76	249697
(Camaro)	183547	158384	114.38	1.97	1.98	175690
(Citation)	84894	84830	99.56	.91	1.06	92126
(Corvette)	26960	23284	113.67	.29	.29	26037
(Monte Carlo)	109126	89808	119.91	1.17	1.12	102628
OLDSMOBILE	962457	872159	108.68	10.35	10.88	971229
(Firenza)	56310	39847	139.67	.61	.50	43898
(Calais)	5299	-	-	.07	-	-
(Cutlass Ciera)	220036	163660	133.38	2.37	2.04	185756
(Cutlass)	282858	287484	98.96	3.03	3.58	319074
(Toronado)	37695	34386	106.10	.41	.43	39101
PONTIAC	632206	475189	131.27	6.80	5.93	536404
(1000)	24962	31029	79.37	.27	.39	33710
(2000 Sunbird)	115546	76216	150.11	1.24	.95	85435
(Grand Am)	704	-	-	.08	-	-
(6000)	110627	79093	138.28	1.19	.99	89890
(Bonneville)	60420	74255	80.29	.65	.93	81998
(Firebird)	91946	81322	111.58	.99	1.01	90859
(Fiero)	87534	10553	819.69	.94	.13	18038
GEN MTRS CORP	4160878	3519254	116.78	44.76	43.91	3927944
Misc. Domestic	254	594	42.76	-	.01	617
Other Import	2208719	2127287	102.92	23.76	26.54	2355288
U.S. TOTAL	9295510	8015426	114.66			8924109

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

2

NEW TRUCK REGISTRATIONS

MAKES	NOV	% INC	YEAR TO DATE		% '84 VS '83	% INC	
	1984		1984	1983		1984	1983
Dodge	37643	11.69	385536	225098	169.83	15.46	8.51
Plymouth	7340	2.15	72078	7385	967.46	1.86	.26
Ford	101564	25.74	1060437	839567	123.76	28.37	31.75
Chevrolet	86865	25.44	996931	803778	121.48	27.64	30.39
G.M.C.	25333	7.42	278722	221241	122.83	7.56	8.37
IH	6419	1.88	61052	45734	131.68	1.66	1.73
Jeep Truck	14616	4.28	133172	63868	205.37	3.61	2.41
Mack/Midliner	2523	.74	23173	13482	171.35	.63	.51
Kenworth	1065	.31	12313	6868	178.57	.33	.26
Peterbilt	1323	.39	11676	7051	164.56	.32	.27
Daimler-Benz Corp.	1738	.51	16522	12451	135.90	.46	.47
Volvo White	907	.27	8922	4599	193.63	.24	.17
Western Star	70	.02	616	279	220.97	.02	.01
Miscellaneous	5765	1.76	42470	39334	150.26	1.34	1.07
U. S. Total	341411		3666240	2644686	138.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 OVER
Dodge	260202	125334	-	-	-	-	-	-
(Dodge 1)	189376	77452	-	-	-	-	-	-
Plymouth *	71958	120	-	-	-	-	-	-
Ford	286731	718333	-	-	-	11226	23151	10998
(Ford 2)	292867	231211	-	-	-	-	-	-
Chevrolet	505885	443227	31594	-	234	6502	8766	623
(Chev 3)	345625	178325	-	-	-	-	-	-
G.M.C.	120602	123307	1540	-	3607	6058	12007	11591
(G.M.C 4)	74480	45581	-	-	-	-	-	-
I.H.	-	-	-	-	-	20431	13852	20769
Jeep Truck	113521	15851	-	-	-	-	-	-
(Jeep 5)	113521	15808	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	3143	665	19365
Kenworth	-	-	-	-	-	-	-	12313
Peterbilt	-	-	-	-	-	-	-	11676
Daimler-Benz Corp.	-	-	-	-	-	1402	845	14671
Volvo White	-	-	-	-	-	-	1201	7721
Western Star	-	-	-	-	-	-	-	616
Miscellaneous	61424O	6035	289	644	29	86	212	1095
Total	1983239	1438067	33423	644	3870	48858	60703	117436
1983 Total	1431838	865772	18982	336	768	42129	44570	70264
1984 vs '83	138.26	131.96	175.99	191.67	503.91	115.94	136.24	167.11

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans

4 Plymouth Includes Scamp, Voyager, and Voyager Full
4 Includes Vans, Jimmy, S15 and Caballero
5 Includes CJ's, Cherokee, wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data.

NEW DOMESTIC CAR LEADING MODEL

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	8252	.05	-	-
Chevrolet Spectrum	241	-	-	-
Dodge Colt	32221	.35	34275	.40
Dodge Colt Vista SW	8944	.07	962	.01
Dodge Conquest	2955	.03	275	-
Dodge Challenger	517	.01	13015	.15
Plymouth Colt	28447	.31	30633	.36
Plymouth Colt Vista SW	6503	.07	804	.01
Plymouth Conquest	2759	.03	264	-
Plymouth Sapporo	403	-	10998	.14
AMX	-	-	-	-
Total Domestic Sponsored Imports	89482	.96	91469	1.14
OTHER IMPORTS				
Isuzu	19028	.20	18448	.21
Nissan	437560	4.71	483201	5.65
Honda	448508	4.82	357447	4.45
Mazda	150482	1.62	155372	1.94
Mercedes-Benz	67256	.72	63854	.80
Renault	11990	.13	31018	.39
Subaru	135501	1.44	132484	1.61
Toyota	480325	4.95	498868	6.12
Volkswagen	142302	1.54	121678	1.58
Volvo	66737	.95	82523	1.03
Others	2485335	2.67	197305	2.46
Total Other Imports	2206716	23.76	2127287	26.54
GRAND TOTAL ALL IMPORT CARS	2296121	24.72	2218776	27.68

NEW IMPORTED LIGHT TRUCKS (LEADING MAKES/U.S. IMPORTERS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	-	-	5225	.28
Dodge RAM 50	45345	1.23	29350	1.11
Ford Courier	-	-	9139	.34
Plymouth Arrow	-	-	643	.03
Total Domestic Sponsored Imports	45345	1.23	44538	1.69
OTHER IMPORTS				
Isuzu	36651	.99	21032	.80
Nissan	176881	4.79	128184	4.84
Mazda	105978	2.87	62198	2.35
Subaru	4412	.12	5331	.20
Toyota	261781	7.10	156118	5.90
Volkswagen	16522	.45	16044	.60
Others	17065	.46	8976	.34
Total Other Import Trucks	619384	16.78	391886	14.82
GRAND TOTAL ALL IMPORT TRUCKS	664729	18.02	436424	16.51

NEW DOMESTIC LIGHT TRUCKS (U.S.-BUILT ONLY)

CHEVROLET S10	172830	4.61	168433	6.31
DODGE RAMPAGE	8988	.24	8748	.31
FORD RANGER	202905	5.55	154824	6.22
GMC S15	36882	1.05	31781	1.35

UNITED STATES SUMMARY

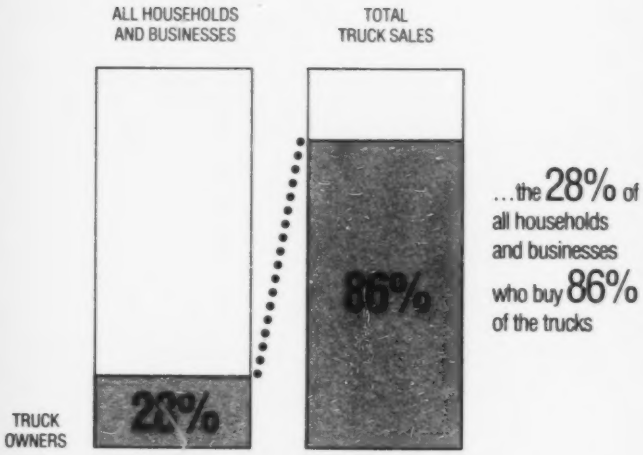
NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1974	8701594	2656858
1975	8092890	2387417
1976	8751485	3068906
1977	10482434	3986030
1978	11046134	4451340
1979	10596695	4472259
1980	8760837	3476777
1981	8049283	3185488
1982	7756362	3432671
1983	8624186	3878558

TOTALS INCLUDE ALASKA & HAWAII
SUBTOTALS NOT AVAILABLE
R. L. POLK & CO.
NOVEMBER 1984 ISSUED 11/84

4

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

C1115-3 (n)

DECEMBER
1964

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

PASSENGER CAR REGISTRATIONS - MONTH

	DECEMBER		% '84 vs '83	% INC	
	1984	1983		1984	1983
	12318	21039	58.22	1.50	2.51
	6151	10671	57.30	.75	1.17
	5934	6627	58.99	.48	.73
	2233	3528	63.10	.27	.39
	25853	25420	99.33	3.14	2.79
	3772	4311	86.66	.46	.47
	7087	7342	95.75	.86	.81
	13706	13616	97.04	1.66	1.49
	33238	36307	90.83	4.04	3.99
	3335	3414	97.19	.41	.38
	4237	5290	78.34	.51	.58
	233	581	40.10	.03	.06
	8750	9978	87.25	1.06	1.10
	7612	11243	66.72	.95	1.24
	2718	554	485.02	.33	.06
	5012	5111	97.38	.61	.56
	26585	29460	88.55	3.23	3.24
	4001	4208	94.42	.49	.46
	191	501	37.92	.02	.06
	9655	10128	94.76	1.18	1.11
	8843	14185	61.66	1.07	1.56
	1023	428	235.98	.12	.05
	85676	91187	92.79	10.41	10.02
	110364	111631	97.70	13.42	12.27
	33357	31119	105.35	4.05	3.41
	23188	24632	93.11	2.82	2.71
	26466	28664	90.78	3.22	3.15
	13401	10438	126.60	1.63	1.15
	13952	16445	83.66	1.70	1.81
	2	-	-	-	-
	11317	9306	134.86	1.60	1.02
	1715	2941	56.95	.21	.32
	41670	39783	103.21	5.06	4.38
	6279	7231	86.41	.76	.79
	17993	14922	116.20	2.19	1.64
	10284	9507	106.34	1.25	1.05
	1588	2055	75.72	.19	.23
	5526	5958	91.86	.67	.66
	54809	49889	109.21	6.66	5.49
	165173	150720	101.21	20.08	17.67
	73648	79906	91.16	8.95	8.78
	6916	6259	109.65	.84	.69
	4824	-	-	.59	-
	18484	16726	109.45	2.24	1.84
	10231	19179	52.73	1.24	2.10
	4901	6637	72.92	.60	.73
	26583	32077	82.22	3.24	3.53
	1227	1740	69.77	.15	.19
	6265	7613	79.80	.75	.85
	3261	4159	77.59	.40	.46
	117124	135422	84.92	14.24	15.01
	11002	17719	61.83	1.34	1.95
	25140	24519	100.87	3.06	2.70
	29760	28214	104.86	3.62	3.11
	15077	17305	85.17	1.83	1.90
	5519	7295	75.25	.67	.80
	3407	2753	122.27	.41	.30
	6184	12820	47.50	.75	1.41
	95716	99070	75.79	9.20	10.89
	4327	4049	105.68	.53	.45
	5749	-	-	.70	-
	17772	22096	79.80	2.16	2.43
	18115	31590	56.57	2.19	3.46
	3379	4715	69.27	.41	.52
	53141	61215	85.86	6.46	6.73
	2249	2681	83.03	.27	.29
	8577	9219	92.46	1.04	1.01
	6154	-	-	.75	-
	10023	10797	92.09	1.22	1.20
	3910	7743	49.71	.46	.85
	6921	9537	71.59	.84	1.05
	4840	7485	63.90	.59	.82
	346712	408690	81.73	42.09	44.94
	13	23	56.52	-	-
	13229	228001	92.75	25.92	25.06
	227121	909660	89.40		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '84 VS '83	% IND		YEAR END 1983
	1984	1983		1984	1983	
A.M.C.	186602	150797	98.28	1.86	2.14	150797
(Alliance)	99463	126076	78.90	.98	1.41	126076
(Encore)	68588	15757	432.70	.68	.18	15757
(Eagle)	20551	30570	67.02	.20	.34	30570
CONTROLLED	320523	254175	124.03	3.17	2.85	254175
(Laser)	51973	9518	539.88	.51	.11	9518
(Le Baron)	96795	79464	120.40	.96	.89	79464
(E/M/S 88/MPT)	170077	153508	108.48	1.68	1.72	153508
DODGE	406874	362192	111.46	4.02	4.06	362192
(Daytona)	43474	7412	581.58	.43	.08	7412
(Colt/Vista)	43402	40527	106.54	.43	.45	40527
(Conq/Challenger)	3765	14032	26.66	.04	.16	14032
(Omni)	118064	94960	123.64	1.17	1.06	94960
(Aries)	109256	117988	91.68	1.08	1.34	117988
(Diplomat)	26705	20857	126.51	.26	.23	20857
(Dodge 400/600)	60709	61981	97.18	.60	.69	61981
PLYMOUTH	323769	300194	104.68	3.20	3.43	300194
(Colt/Vista)	36951	35647	106.71	.36	.40	35647
(Conq/Sapporo)	3353	11863	28.18	.03	.12	11863
(Horizon)	123988	91866	133.88	1.23	1.03	91866
(Reliant)	134562	154679	86.85	1.33	1.73	154679
(Gran Fury)	15253	12139	121.74	.15	.14	12139
CONTROLLED CORP.	1051166	922561	112.67	10.39	10.34	922561
FORD	1285077	1034732	122.78	12.70	11.59	1034732
(Escort)	379732	343893	109.76	3.76	3.84	343893
(Tempo)	254437	124060	203.10	2.51	1.39	124060
(LTD/Crn Vict)	360996	280961	126.27	3.57	3.15	280961
(Mustang)	136067	113957	117.91	1.34	1.28	113957
(T'Bird)	153845	124932	121.47	1.52	1.40	124932
ERA	2	-	-	-	-	-
LINCOLN	144278	97206	144.66	1.43	1.09	97206
(Mark VI & VII)	26349	26353	105.23	.26	.30	26353
MERCURY	519701	395041	129.57	5.13	4.43	395041
(Topaz)	73879	36106	203.13	.73	.40	36106
(Marq/Gr Marq)	242248	158556	150.03	2.39	1.78	158556
(Cougar)	119466	80388	145.74	1.18	.90	80388
(Capri)	17647	22951	75.93	.17	.26	22951
(Lynx)	66461	83679	78.30	.66	.94	83679
CONTROLLED DIV	663981	492247	132.55	6.56	5.52	492247
FORD MOTOR CO	1929659	1526979	125.97	19.05	17.11	1526979
BUICK	318321	818256	119.86	3.26	9.17	818256
(Skyhawk)	119314	71501	165.46	1.18	.80	71501
(Somerset Regal)	11013	-	-	.11	-	-
(Century)	209304	146211	143.81	2.06	1.64	146211
(Regal)	182814	226966	79.63	1.81	2.55	226966
(Riviera)	52223	51123	100.51	.52	.57	51123
CADILLAC	305678	291552	104.83	3.06	3.27	291552
(Cimarron)	17992	19124	93.25	.18	.21	19124
(Eldorado)	68763	69487	97.58	.67	.79	69487
(Seville)	35113	32501	107.81	.35	.36	32501
CHEVROLET	1555671	1310503	117.52	15.36	14.68	1310503
(Chevette)	165630	176053	93.53	1.64	1.97	176053
(Celebrity)	316995	172350	182.11	3.13	1.93	172350
(Cavalier)	372208	249697	148.16	3.69	2.80	249697
(Camaro)	198824	175690	111.60	1.96	1.97	175690
(Citation)	90413	92126	97.63	.89	1.03	92126
(Corvette)	30367	26037	114.75	.30	.29	26037
(Monte Carlo)	115310	102628	110.87	1.14	1.15	102628
OLDSMOBILE	1036117	971229	105.21	10.26	10.86	971229
(Firenza)	60633	43896	136.74	.60	.49	43896
(Calais)	12048	-	-	.12	-	-
(Cutlass Ciera)	237808	185756	127.01	2.35	2.08	185756
(Cutlass)	300973	319074	92.98	2.97	3.57	319074
(Toronado)	41074	39181	101.66	.41	.44	39181
PONTIAC	685347	536404	126.09	6.77	6.01	536404
(1000)	27211	33710	79.66	.27	.38	33710
(2000 Sunbird)	124123	85435	143.89	1.22	.96	85435
(Grand Am)	13858	-	-	.14	-	-
(6000)	120650	89890	132.73	1.19	1.01	89890
(Bonneville)	64310	81998	77.40	.64	.92	81998
(Firebird)	98867	90859	107.39	.98	1.01	90859
(Fiero)	92374	18038	506.07	.91	.20	18038
GEN MTRS CORP	4507190	3927944	111.34	44.55	44.01	3927944
Misc Domestic	267	617	43.27	-	.01	617
Other Import	2421948	2355288	101.94	23.94	26.39	2355288
U.S. TOTAL	10118231	8924185	112.09			8924185

(Nemo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	DEC	% INC	YEAR TO DATE		% '84 vs '83	% INC	
	1984		1984	1983		1984	1983
Dodge	38462	10.66	424858	253580	165.04	10.48	8.52
Plymouth	7831	2.17	79309	10187	777.43	1.97	.34
Ford	101554	28.14	1162001	542568	120.79	28.71	31.66
Chevrolet	92922	25.74	1089853	904672	117.98	26.93	30.39
G.M.C.	26474	7.33	305196	247970	120.12	7.54	8.33
IH	5661	1.57	66713	50526	130.15	1.65	1.70
Jeep Truck	14868	4.12	148840	76453	190.61	3.68	2.57
Mack/Mailliner	2444	.68	25617	15038	169.82	.63	.51
Kenworth	1311	.36	13624	7972	169.86	.34	.27
Peterbilt	1431	.40	13187	8026	162.01	.32	.27
Daimler-Benz Corp.	1967	.54	18869	13993	134.82	.47	.47
Volvo White	1162	.32	10084	5875	171.32	.25	.20
Western Star	97	.03	713	322	221.41	.02	.01
Miscellaneous	69758	19.34	683308	439448	155.51	17.03	14.76
U. S. Total	360552		4047182	2976556	135.96		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16.1-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	286160	137856	-	-	-	-	-	-
(Dodge 1)	208746	84509	-	-	-	-	-	-
Plymouth 4	79784	1725	-	-	-	-	-	-
Ford	324770	787062	-	-	-	12298	25551	12325
(Ford 2)	320877	253182	-	-	-	-	-	-
Chevrolet	552503	486258	33373	-	257	6964	9723	676
(Chev 3)	379122	192981	-	-	-	-	-	-
G.M.C.	131605	134707	2545	-	4108	8615	13871	12544
(G.M.C 4)	81783	48224	-	-	-	-	-	-
I.H.	-	-	-	-	-	22304	15100	25305
Jeep Truck	126169	21871	-	-	-	-	-	-
(Jeep 5)	126169	18572	-	-	-	-	-	-
Mack/Mailliner	-	-	-	-	-	3415	719	21483
Kenworth	-	-	-	-	-	-	-	13624
Peterbilt	-	-	-	-	-	-	-	13187
Daimler-Benz Corp.	-	-	-	-	-	1552	328	15409
Volvo White	-	-	-	-	-	-	1350	8734
Western Star	-	-	-	-	-	-	-	713
Miscellaneous	67760	9066	405	712	57	92	232	1221
Total	1176869	575867	36323	712	4422	55240	66874	126142
1983 Total	1512279	765477	47394	1365	5214	61345	49436	80126
1984 vs '83	-335410	-189610	-11071	-653	-792	-6105	+17438	+46016

(Items Totall To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco and Vans
3 Includes El Camino, Blazer, S10 and Vans
4 Plymouth Includes Scamp, Voyager, and Voyager 150
5 Includes Vans, S10Blv, S15 and Cavaliers
6 Includes J's, Cherokees, Wagoneer and Scrambler

The Statistics for New York and Oklahoma 1984 are compiled from Manufacturer supplied Sales Records.

The 1983 vs 1984 Comparison exclude Oklahoma Data

MAKES	YEAR TO DATE 1984		YEAR TO DATE 1983	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC MANUFACTURERS IMPORTS				
Chevrolet Sprint	9454	.06	-	-
Chevrolet Spectrum	1942	.02	-	-
Dodge Colt	35718	.25	38823	.45
Dodge Colt Vista 4W	7884	.06	1904	.02
Dodge Conquest	1184	.01	887	.01
Dodge Challenger	561	.01	13345	.15
Plymouth Colt	31722	.21	34031	.38
Plymouth Colt Vista 4W	7229	.07	1811	.02
Plymouth Conquest	2853	.03	859	.01
Plymouth Sapporo	403	-	11204	.13
AMC	2	-	-	-
Total Domestic Sponsored Imports	100579	.85	102869	1.16
OTHER IMPORTS				
Audi	20551	.20	20528	.23
Nissan	478027	4.73	514138	5.76
Honda	452599	4.47	397452	4.45
Mazda	163825	1.62	170408	1.91
Mercedes-Benz	78143	.75	72440	.81
Renault	12952	.13	32887	.37
Subaru	148329	1.47	148042	1.66
Toyota	504410	4.98	541875	6.07
Volkswagen	151132	1.53	142397	1.60
Volvo	95685	.95	91808	1.03
Others	271295	2.70	223119	2.50
Total Other Imports	2421948	23.94	2355285	26.39
GRAND TOTAL ALL IMPORT CARS	2522527	24.93	2458154	27.55

NEW MANUFACTURED LIGHT TRUCKS
LEADING MAKES (6-10,000 LBS)

DOMESTIC MANUFACTURERS IMPORTS				
Chevrolet L.U.V.	-	-	9615	.23
Dodge RAM 50	45855	1.23	32756	1.10
Ford Courier	-	-	9126	.31
Plymouth Arrow	-	-	844	.03
Total Domestic Sponsored Imports	45855	1.23	49614	1.67
OTHER IMPORTS				
Isuzu	42844	1.15	23869	.80
Nissan	134414	4.85	132288	4.44
Mazda	115302	2.85	70795	2.38
Subaru	4852	.12	5504	.20
Toyota	288225	7.74	174883	5.87
Volkswagen	17756	.44	13795	.46
Others	19238	.48	12466	.35
Total Other Import Trucks	662231	16.88	437781	14.71
GRAND TOTAL ALL IMPORT TRUCKS	733086	18.11	487411	16.37

NEW DOMESTIC LIGHT TRUCKS
(6-10,000 LBS)

CHEVROLET S10	187785	4.64	176604	5.94
DODGE RAMPAGE	9374	.23	10471	.35
FORD RANGER	222251	5.49	161814	5.11
GMC S15	42414	1.05	39419	1.32

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1970	8251882	2287617
1971	8711495	3058006
1972	10262134	3526328
1973	11998134	3881345
1974	10135885	3472295
1975	8708257	3478777
1976	9643918	4185489
1977	11046342	5430971
1978	11042185	5879358
1979	10118231	5047182

TOTALS INCLUDE ALASKA & HAWAII
PUBLISHED NOT AVAILABLE

$ = 1000 & UP $ & UP
DECEMBER 1984 181203 02/85

C7715.3

JANUARY
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS ®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	10559	16122	63.14	1.34	2.24
(Alliance)	5325	8336	63.88	.67	1.12
(Encore)	3591	5981	60.02	.46	.80
(Eagle)	1643	2805	58.57	.21	.32
CHRYSLER	25034	21221	117.97	3.17	2.84
(Laser)	3312	3840	86.25	.42	.51
(Le Baron/GTS)	9289	6196	149.92	1.18	.83
(E/M/S AW/NPT)	12433	11185	111.16	1.57	1.50
DODGE	36675	29812	122.61	4.65	4.00
(Daytona)	3011	3166	95.23	.38	.42
(Colt/Vista/Conq)	3876	4496	86.25	.49	.60
(Omni)	9902	8553	115.77	1.26	1.14
(Aries)	10201	8880	114.86	1.30	1.20
(Lancer)	2044	-	-	.26	-
(600)	4606	3981	115.28	.58	.53
(Diplomat)	3027	854	354.45	.38	.11
PLYMOUTH	31773	25041	126.88	4.03	3.35
(Colt/Vista/Conq)	3716	3934	94.46	.47	.53
(Horizon)	11141	9303	119.76	1.41	1.24
(Reliant)	12552	11166	112.41	1.60	1.49
(Caravelle)	2984	-	-	.38	-
(Gran Fury)	1380	638	216.30	.17	.09
CHRYSLER CORP.	93482	76174	122.72	11.85	10.19
FORD	105377	99316	106.10	13.36	13.30
(Escort)	33490	28363	118.08	4.25	3.81
(Tempo)	21209	21914	96.78	2.69	2.93
(LTD/Crn Vict)	26456	26554	99.63	3.35	3.55
(Mustang)	12999	9399	138.30	1.65	1.26
(T'Bird)	11223	13086	85.76	1.42	1.75
EXP	6	-	-	-	-
LINCOLN	12974	8382	154.78	1.64	1.12
(Mark VI & VII)	1853	3391	54.64	.23	.45
MERCURY	38213	36660	103.67	4.85	4.93
(Topaz)	5702	6630	85.99	.72	.89
(Marq/Gr Marq)	16784	14862	112.93	2.14	1.98
(Cougar)	8768	8487	103.31	1.11	1.14
(Capri)	1301	1434	90.73	.16	.19
(Lynx)	5658	5438	104.05	.72	.73
LINC/MERC DIV.	51193	45242	113.15	6.49	6.05
FORD MOTOR CO.	156570	144558	108.31	19.85	19.35
BUICK	66371	62973	105.40	8.41	8.43
(Skyhawk)	6053	5716	105.90	.77	.76
(Somerset Regal)	5317	-	-	.67	-
(Century)	16101	13596	118.42	2.04	1.82
(Regal)	8397	14909	56.32	1.06	2.01
(Riviera)	4315	4206	102.59	.55	.56
CADILLAC	22504	23806	94.52	2.85	3.19
(Cimarron)	949	1460	65.00	.12	.20
(Eldorado)	5190	5533	93.80	.66	.74
(Seville)	2629	2788	94.30	.33	.37
CHEVROLET	117966	108514	108.68	14.97	14.53
(Chevette)	11925	14474	82.39	1.51	1.94
(Celebrity)	22862	21422	106.72	2.90	2.87
(Cavalier)	29215	24034	121.56	3.72	3.22
(Camaro)	15044	12128	124.15	1.91	1.62
(Citation)	5880	6141	95.75	.75	.82
(Corvette)	2778	2196	126.50	.35	.29
(Monte Carlo)	6965	9624	72.37	.88	1.29
OLDSMOBILE	74259	80515	92.23	9.41	10.77
(Firenza)	4342	3691	117.64	.55	.49
(Calais)	7093	-	-	.90	-
(Cutlass Ciera)	19512	17454	111.78	2.47	2.34
(Cutlass)	15685	25511	62.27	2.01	3.41
(Toronado)	2934	3351	87.56	.37	.45
PONTIAC	49775	47595	105.02	6.31	6.34
(1000)	2086	2239	93.17	.26	.30
(Sunbird)	7430	7730	96.12	.94	1.03
(Grand Am)	6858	-	-	.87	-
(6000)	9343	8186	114.15	1.20	1.09
(Bonneville)	3568	5404	66.03	.45	.72
(Firebird)	6452	6475	100.26	.82	.87
(Fiero)	4880	6932	70.40	.62	.93
GEN MTRS TRUCK	330875	323233	102.36	41.95	43.26
Misc. Domestic	17	27	25.93	-	-
Other Import	197274	186517	105.77	25.01	24.96
U.S. TOTAL	788765	747231	105.56		

© R.L. POLK & CO. 1985

UNITED STATES SUMMARY
JANUARY 1985 ISSUED 03/05

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
AMC	10559	16722	63.14	1.34	2.24	188602
(Alliance)	5325	8336	63.88	.67	1.12	99463
(Encore)	3591	5983	60.02	.46	.80	68588
(Eagle)	1643	2403	68.37	.21	.32	20551
CHRYSLER	25034	21221	117.97	3.17	2.84	320523
(Laser)	3312	3840	86.25	.42	.51	51973
(Le Baron/GTS)	9289	6196	149.92	1.18	.83	98473
(E/ST/S 8K/MPT)	12433	11185	111.16	1.57	1.50	170077
DODGE	36675	29912	122.61	4.65	4.00	406874
(Daytona)	3017	3168	95.23	.38	.42	43474
(Colt/Vista/Conq)	3878	4496	86.25	.49	.60	47167
(Omni)	9902	8553	115.77	1.26	1.14	118064
(Aries)	10201	8880	114.88	1.30	1.20	109256
(Lancer)	2044	-	-	.26	-	1499
(600)	4606	3961	116.28	.58	.53	60709
(Diplomat)	3027	854	354.45	.38	.11	26705
PLYMOUTH	31773	25041	126.88	4.03	3.35	323769
(Colt/Vista/Conq)	3716	3934	94.46	.47	.53	42304
(Horizon)	11141	9303	119.76	1.41	1.24	123988
(Reliant)	12552	11166	112.41	1.60	1.49	134562
(Caravelle)	2984	-	-	.38	-	7662
(Gran Fury)	1380	638	216.30	.17	.09	15253
CHRYSLER CORP	93482	76174	122.72	11.85	10.19	1051166
FORD	105377	99316	106.10	13.36	13.30	1285077
(Escort)	33490	28363	118.08	4.25	3.81	387322
(Tempo)	21208	21914	96.78	2.69	2.93	254437
(LTD/Crn Vict)	26456	26554	99.63	3.35	3.55	360996
(Mustang)	12999	9399	138.30	1.65	1.26	136067
(T'Bird)	11223	13086	85.76	1.42	1.75	153845
EDSEL	6	-	-	-	-	2
LINCOLN	12974	8382	154.78	1.64	1.12	144278
(Mark VI & VII)	1853	3391	54.64	.23	.45	28349
MERCURY	38213	36860	103.67	4.85	4.93	519701
(Topaz)	5702	6639	85.89	.72	.89	73879
(Marq/Gr Marq)	16784	14862	112.93	2.14	1.98	242248
(Cougar)	8768	8487	103.31	1.11	1.14	119466
(Capri)	1301	1434	90.73	.16	.19	17647
(Lynx)	5658	5438	104.05	.72	.73	66461
LINC/MERC DIV.	51193	45242	113.15	6.49	6.05	663981
FORD MOTOR CO.	156570	144558	108.31	19.85	19.35	1949058
BUICK	66371	62973	105.40	8.41	8.43	918321
(Skyhawk)	6053	5716	105.90	.77	.76	119314
(Somerset Regal)	5317	-	-	.67	-	11013
(Century)	16101	13596	118.42	2.04	1.82	209304
(Regal)	8357	14909	56.32	1.06	2.01	182814
(Riviera)	4315	4206	102.59	.55	.56	52223
CADILLAC	22594	23808	94.52	2.85	3.19	309678
(Cimarron)	919	1460	65.00	.12	.20	17992
(Eldorado)	5150	5533	93.80	.66	.74	68763
(Seville)	2629	2788	94.30	.33	.37	35113
CHEVROLET	117966	108544	108.68	14.97	14.53	1555671
(Chevette)	11925	14474	82.39	1.51	1.94	165630
(Celebrity)	22862	21422	106.72	2.90	2.87	316995
(Cavalier)	29215	24034	121.56	3.72	3.22	372206
(Camaro)	15044	12120	124.13	1.91	1.62	198624
(Citation)	5880	6141	95.75	.75	.82	90413
(Corvette)	2178	1396	126.50	.35	.29	30367
(Monte Carlo)	6965	9624	72.37	.88	1.29	115310
GM DIVISIONS	74259	80513	92.23	9.41	10.77	1038173
(Firenza)	4342	3891	117.64	.55	.49	60633
(Celeste)	7893	-	-	.90	-	12048
(Cutlass Ciera)	19512	17454	111.79	2.47	2.34	237808
(Cutlass)	15885	25511	62.27	2.01	3.41	300973
(Toronado)	2934	3351	87.56	.37	.45	41074
PONTIAC	49173	47395	105.02	6.31	6.34	685247
(1000)	2086	2239	93.17	.26	.30	27211
(Sunbird)	7430	7730	96.12	.94	1.03	124123
(Grand Am)	6998	-	-	.87	-	13858
(6000)	9343	8186	114.13	1.20	1.09	120650
(Bonneville)	3568	5404	66.03	.45	.72	64310
(Firebird)	6492	6475	100.26	.82	.87	98867
(Fiero)	4880	6932	70.40	.62	.93	92374
GEN. MTRS CORP.	330873	323233	102.36	41.95	43.26	4507190
Misc. Domestic	7	27	25.93	-	-	201
Other Import	197274	186517	105.77	25.01	24.96	2421948
U.S. TOTAL	788765	747231	105.56			10118231

(Nameplate Total) - Included in Make Total

UNITED STATES SUMMARY

1

2

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	37774	11.31	37774	25671	147.15	11.31	9.09
Plymouth	7427	2.22	7427	4085	181.81	2.22	1.45
Ford	90908	27.21	90908	84758	107.26	27.21	30.01
Chevrolet	83016	24.85	83016	81230	102.20	24.85	28.76
G.M.C.	24330	7.28	24330	21506	113.13	7.28	7.62
IH	5171	1.55	5171	3602	143.56	1.55	1.28
Jeep Truck	13663	4.09	13663	10665	128.11	4.09	3.78
Mack/Midliner	2332	.70	2332	1325	176.00	.70	.47
Kenworth	810	.24	810	1025	79.02	.24	.36
Peterbilt	937	.28	937	781	119.97	.28	.28
Daimler-Benz Corp.	1740	.52	1740	1246	139.65	.52	.44
Volvo White	1152	.34	1152	829	138.96	.34	.29
Western Star	100	.03	100	33	303.03	.03	.01
Miscellaneous	64766	19.38	64766	45642	141.90	19.38	16.16
U. S. Total	334126		334126	282398	118.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	26284	11490	-	-	-	-	-	-
(Dodge 1)	19674	6140	-	-	-	-	-	-
Plymouth #	7427	-	-	-	-	-	-	-
Ford	48940	37488	-	-	-	1094	2401	985
(Ford 2)	32659	12549	-	-	-	-	-	-
Chevrolet	43857	36314	1683	-	20	533	583	26
(Chev 3)	31986	12500	-	-	-	-	-	-
G.M.C.	10091	10444	957	-	421	428	1045	944
(G.M.C 4)	6748	3262	-	-	-	-	-	-
I.H.	-	-	-	-	-	1683	1279	2209
Jeep Truck	11757	1906	-	-	-	-	-	-
(Jeep 5)	11757	1703	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	307	81	1944
Kenworth	-	-	-	-	-	-	-	810
Peterbilt	-	-	-	-	-	-	-	937
Daimler-Benz Corp.	-	-	-	-	-	237	105	1398
Volvo White	-	-	-	-	-	-	107	1045
Western Star	-	-	-	-	-	-	-	100
Miscellaneous	63510	858	198	66	11	11	24	88
Total	211866	98500	2838	66	452	4293	5625	10486
1984 Total	149444	115574	2431	61	175	2868	4034	7811
1985 vs '84	141.77	85.23	116.74	108.20	258.29	149.69	139.44	134.25

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

Plymouth Includes Voyager FWD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma are compiled from Manufacturers' supplied Sales Records.

REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	1175	.15	-	-
Chevrolet Spectrum	2291	.29	-	-
Dodge Colt	3051	.39	3330	.45
Dodge Colt Vista SW	634	.08	750	.10
Dodge Conquest	193	.02	416	.06
Plymouth Colt	2900	.37	2981	.40
Plymouth Colt Vista SW	614	.08	618	.08
Plymouth Conquest	202	.03	335	.04
XR4	6	-	-	-
Total Domestic Sponsored Imports	11066	1.40	8430	1.13
OTHER IMPORTS				
Isuzu	1436	.18	1715	.23
Nissan	37865	4.80	35598	4.76
Honda	41387	5.25	37606	5.03
Mazda	12524	1.59	11909	1.59
Mercedes-Benz	7464	.95	6713	.90
Mitsubishi	2514	.32	2746	.37
Renault	773	.10	1146	.15
Subaru	12562	1.59	11832	1.58
Toyota	42172	5.35	40954	5.48
Volkswagen	12219	1.55	12540	1.68
Volvo	7823	.99	6808	.91
Others	18536	2.35	16950	2.27
Total Other Imports	197274	25.01	186517	24.96
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	208340	26.41	194947	26.09

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	5148	1.54	2818	1.00
OTHER IMPORTS				
Isuzu	4308	1.29	2668	.94
Nissan	20651	6.18	11496	4.07
Mazda	8511	2.55	8252	2.92
Mitsubishi	1895	.57	1056	.37
Subaru	320	.10	470	.17
Toyota	27078	8.10	19770	7.00
Volkswagen	1268	.38	1494	.53
Others	149	.04	185	.07
Total Other Import Trucks	64180	19.21	45391	16.07
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	69328	20.75	48209	17.07

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	14964	4.48	13641	4.83
DODGE RAMMUNI	233	.07	616	.22
FORD RANGER	17523	5.24	14885	5.27
GMC S15	3173	.95	3130	1.11
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. NOT FOR SALE, RENTAL, LISTING OR SHARING FROM SITES.*			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8281840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2630471
*1983	8924186	2976558
1984	10118231	4047192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. 2-1-85
JANUARY 1985 ISSUED 03/85

Stacks 07715-3A

pocket summary

FEBRUARY 1985

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKE	FEBRUARY		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	11841	14427	82.08	1.52	1.84
(Alliance)	6545	7394	88.49	.82	.94
(Encore)	4254	5215	81.57	.54	.67
(Eagle)	1046	1818	57.42	.13	.23
CHRYSLER	25752	23259	110.72	3.28	2.97
(Laser)	4184	4570	182.31	.55	.58
(Le Baron/GTS)	8557	7138	122.88	1.21	.91
(E/NY/5 Av/NY)	12071	12051	99.83	1.52	1.54
DODGE	41772	31480	132.69	5.28	4.02
(Daytona)	2631	3188	125.89	.48	.41
(Colt/Vista/Conq)	3530	3837	92.21	.45	.49
(Omni)	15284	8920	168.68	1.98	1.14
(Aries)	9544	9961	95.82	1.21	1.27
(Lancer)	2499	--	--	.32	--
(600)	4482	4558	98.27	.57	.58
(Diplomat)	2916	1814	277.71	.38	.13
PLYMOUTH	34578	25840	134.83	4.38	3.28
(Colt/Vista/Conq)	2433	2518	97.04	.45	.49
(Horizon)	16888	9360	180.32	2.15	1.28
(Reliant)	10331	11768	87.78	1.31	1.51
(Caravelle)	2838	--	--	.35	--
(Gran Fury)	1287	887	133.08	.18	.12
CHRYSLER CORP	102284	80578	127.82	12.92	10.27
FORD	99815	98173	101.19	12.65	12.62
(Escort)	30852	27762	111.37	3.91	3.56
(Tempo)	21475	20215	106.23	2.72	2.58
(LTD/Crn Vict)	25048	26158	95.78	3.17	3.34
(Mustang)	12578	11808	104.08	1.58	1.46
(T'Bird)	10372	12978	79.98	1.31	1.66
MERKUR	77	--	--	.01	--
LINCOLN	13987	9615	145.57	1.77	1.23
(Mark VI & VII)	2241	3374	66.42	.28	.43
MERCURY	38393	39677	96.84	4.86	5.11
(Topaz)	5988	6192	93.22	.72	.78
(Marq/Gr Marq)	17277	17554	98.42	2.18	2.24
(Cougar)	8407	8637	93.63	1.06	1.10
(Capri)	1228	2042	60.14	.16	.26
(Lynx)	5783	5242	110.51	.73	.67
LINCOLN-MERCURY DIV	52457	49552	105.86	6.64	6.36
FORD MOTOR CO	152382	148221	102.78	19.28	18.98
BUICK	50447	60880	82.87	6.18	6.76
(Skyhawk)	6053	7371	82.12	.77	.94
(Somerset Regal)	5954	--	--	.75	--
(Century)	15034	14588	103.11	1.91	1.86
(Regal)	8734	16230	53.83	1.11	2.07
(Riviera)	4254	4282	99.35	.51	.55
CADILLAC	21308	22683	94.18	2.71	2.88
(Cimarron)	1127	1518	74.16	.11	.18
(Eldorado)	4783	5187	92.85	.60	.65
(Seville)	2271	2845	85.53	.18	.34
CHEVROLET	118022	119853	98.04	14.94	15.30
(Chevette)	11838	15418	71.17	1.40	1.97
(Celebrity)	23394	24308	96.24	2.96	3.11
(Cavalier)	29181	26078	111.90	3.69	3.34
(Camaro)	15234	15834	96.20	1.92	2.02
(Citation)	5385	5381	100.28	.68	.68
(Corvette)	2711	2428	112.02	.34	.31
(Monte Carlo)	9447	12284	77.24	1.37	1.48
OLDSMOBILE	78513	88534	88.42	9.88	11.32
(Firenza)	4288	4335	99.35	.52	.55
(Calais)	7871	--	--	.97	--
(Cutlass Ciera)	22165	18583	119.88	2.78	2.37
(Cutlass)	15845	30085	52.70	2.01	3.85
(Toronado)	2887	3137	85.84	.34	.48
PONTIAC	52983	52578	100.78	6.71	6.72
(1000)	1728	2118	82.85	.22	.27
(Sunbird)	7855	8281	98.27	1.08	1.05
(Grand AM)	7438	--	--	.94	--
(6000)	9772	9340	104.63	1.23	1.19
(Bonneville)	4245	6113	69.51	.54	.78
(Firebird)	7241	7788	91.15	.98	.98
(Fiero)	5834	8325	67.32	.71	1.08
GEN MOTORS CORP	333745	352148	94.86	42.18	45.02
*Misc. Domestic	47	15	313.33		
*Total Import	191188	187632	101.82	24.18	23.92
U.S. TOTAL	791172	782527	100.98		

© R.L. POLK & CO. 1985

UNITED STATES SUMMARY
FEBRUARY 1985 ISSUED 4/85

P. 1-05

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

	YEAR TO DATE		% '05 VS '04	% IND		YEAR END
	2004			2005	2004	2004
[illegible]	31149		71.91	1.42	2.04	188603
[illegible]	15730		75.45	.75	1.03	99463
[illegible]	11198		70.06	.50	.73	68588
[illegible]	4221		63.66	.17	.28	25551
[illegible]	44480		114.18	3.22	2.91	326521
[illegible]	7910		94.51	.47	.52	51978
[illegible]	13334		141.34	1.19	.87	98473
[illegible]	23236		105.28	1.56	1.52	170077
[illegible]	61392		127.78	4.97	4.02	406874
[illegible]	6337		108.06	.43	.41	43474
[illegible]	8333		89.00	.47	.54	47187
[illegible]	17473		142.88	1.58	1.14	118064
[illegible]	18861		104.69	1.25	1.25	109256
[illegible]	-		-	.29	-	1499
[illegible]	8520		106.64	.58	.56	60705
[illegible]	1868		312.79	.37	.12	26705
[illegible]	50681		130.90	4.20	3.31	323769
[illegible]	7447		95.96	.45	.49	42304
[illegible]	18683		150.01	1.77	1.22	123988
[illegible]	22946		99.73	1.45	1.50	134562
[illegible]	-		-	.36	-	7662
[illegible]	1605		166.17	.17	.10	15253
[illegible]	158553		124.93	12.29	10.24	1051166
[illegible]	198055		103.65	13.00	12.95	1285077
[illegible]	58155		114.78	4.07	3.68	379732
[illegible]	42129		101.32	2.70	2.75	254437
[illegible]	52704		97.72	3.26	3.45	360996
[illegible]	21005		119.35	1.59	1.37	136067
[illegible]	26062		82.86	1.37	1.70	153845
[illegible]	-		-	.01	-	2
[illegible]	17997		149.86	1.71	1.18	144270
[illegible]	6765		80.52	.26	.45	28349
[illegible]	76837		99.70	4.85	5.02	519701
[illegible]	12741		89.40	.72	.83	73019
[illegible]	32418		105.07	2.15	2.11	242248
[illegible]	17524		98.01	1.09	1.15	119466
[illegible]	3476		72.76	.16	.23	17847
[illegible]	10680		107.22	.73	.70	68461
[illegible]	94834		109.31	6.57	6.20	663901
[illegible]	292889		105.48	19.57	19.15	1949058
[illegible]	131661		99.36	8.29	8.61	918321
[illegible]	13087		92.50	.77	.86	119314
[illegible]	-		-	.71	-	11013
[illegible]	28176		110.50	1.91	1.84	209304
[illegible]	31115		55.06	1.09	2.04	182814
[illegible]	8488		100.95	.54	.55	52233
[illegible]	45501		94.35	2.78	3.04	309670
[illegible]	2979		69.69	.13	.19	17992
[illegible]	10640		93.83	.64	.70	68763
[illegible]	5131		70.22	.31	.36	35113
[illegible]	22197		103.1	14.94	14.91	1555671
[illegible]	9893		[illegible]	1.45	1.95	165630
[illegible]	4573		1[illegible].15	2.93	2.99	316995
[illegible]	29110		16.38	3.68	3.27	372206
[illegible]	27[illegible]		108.32	1.92	1.83	198624
[illegible]	11522		97.86	.71	.75	90413
[illegible]	4616		118.91	.35	.30	30367
[illegible]	20588		74.86	.98	1.35	115310
[illegible]	169047		89.19	9.55	11.05	1538173
[illegible]	8026		105.05	.53	.52	60633
[illegible]	-		-	.94	-	12048
[illegible]	36017		115.55	2.64	2.35	237800
[illegible]	55580		57.09	2.01	3.84	300973
[illegible]	6458		86.13	.35	.42	41074
[illegible]	99971		102.80	6.51	6.54	685347
[illegible]	4349		87.24	.24	.28	27211
[illegible]	15931		96.20	.97	1.04	124123
[illegible]	-		-	.91	-	13850
[illegible]	17526		109.06	1.21	1.15	120650
[illegible]	11517		67.87	.50	.75	64310
[illegible]	14184		95.41	.86	.93	98867
[illegible]	15257		60.72	.66	1.00	92374
[illegible]	679377		98.35	42.01	44.15	4507190
[illegible]	42		71.43	-	-	261
[illegible]	13540		103.10	24.55	24.42	2421948
[illegible]	129559		103.22			10110231

[illegible] - Included in New Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '05 VS '04	% IND	
	1005		1005	1004		1005	1004
Dodge	40776	11.75	78550	57499	136.61	11.55	9.83
Plymouth	7636	2.21	15063	9514	158.32	2.22	1.63
Ford	94680	27.37	185586	170016	100.65	27.28	29.21
Chevrolet	88898	25.71	171915	164476	104.52	25.28	28.13
G.M.C.	22895	6.62	47225	44044	107.22	6.95	7.53
IH	4743	1.37	9914	7615	130.19	1.46	1.30
Jeep Truck	12250	3.54	25913	21056	123.07	3.81	3.60
Mack/Midliner	2155	.62	4487	2737	163.94	.66	.47
Kenworth	769	.22	1579	2276	69.38	.23	.39
Peterbilt	876	.25	1813	1733	104.62	.27	.30
Daimler-Benz Corp.	1436	.42	3176	2303	137.91	.47	.39
Volvo White	1033	.30	2185	1348	162.09	.32	.23
Western Star	87	.03	187	72	259.72	.03	.01
Miscellaneous	67597	19.55	132267	99269	133.24	19.47	16.98
U. S. Total	345832		679950	584758	116.28		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 8-10	GVW 3 10-14	GVW 4 14-19	GVW 5 19.5-25	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	54673	23877	-	-	-	-	-	-
(Dodge 1)	40178	12490	-	-	-	-	-	-
Plymouth *	15063	-	-	-	-	-	-	-
Ford	103761	73056	-	-	-	2339	4550	1074
(Ford 2)	71690	23958	-	-	-	-	-	-
Chevrolet	92080	73892	3507	-	36	951	1390	99
(Chev 3)	68643	26611	-	-	-	-	-	-
G.M.C.	20670	19420	1516	-	855	792	2210	1754
(G.M.C 4)	14344	6352	-	-	-	-	-	-
I.H.	-	-	-	-	-	3063	2378	1473
Jeep Truck	22440	3473	-	-	-	-	-	-
(Jeep 5)	22440	3098	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	822	140	3719
Kenworth	-	-	-	-	-	-	-	1579
Peterbilt	-	-	-	-	-	-	-	1813
Daimler-Benz Corp.	-	-	-	-	-	382	221	2573
Volvo White	-	-	-	-	-	-	204	1981
Western Star	-	-	-	-	-	-	-	187
Miscellaneous	129900	1688	377	109	23	17	50	199
Total	438587	195406	5400	109	914	8166	11165	20211
1004 Total	312380	235805	5327	101	345	6409	8389	16002
1005 vs '04	140.40	82.87	101.37	107.92	264.93	127.41	133.09	126.30

(Name Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager FWD
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

The Statistics for New York and Oklahoma are compiled from Manufacturers' supplied Sales Records.

REGISTRATIONS FOR THE STATE OF MINNESOTA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	2452	.16	-	-
Chevrolet Spectrum	5167	.33	-	-
Dodge Colt	5699	.35	6205	.41
Dodge Colt Vista Sw	1311	.08	1316	.09
Dodge Conquest	420	.03	811	.05
Plymouth Colt	5498	.35	5544	.36
Plymouth Colt Vista Sw	1252	.08	1174	.08
Plymouth Conquest	396	.03	729	.05
AM4	83	.01	-	-
Total Domestic Sponsored Imports	22264	1.41	15700	1.03
OTHER IMPORTS				
Isuzu	2912	.18	3473	.23
Nissan	104475	6.72	107281	6.82
Honda	81349	5.19	75811	4.83
Mazda	25615	1.62	24836	1.62
Mercedes-Benz	13852	.88	13266	.87
Mitsubishi	5244	.33	5831	.38
Renault	1416	.09	2214	.14
Subaru	24438	1.55	24340	1.59
Toyota	80450	5.10	79448	5.19
Volkswagen	24523	1.55	25042	1.63
Volvo	15587	.99	14726	.96
Others	37056	2.35	35030	2.29
Total Other Imports	387663	24.55	373548	24.42
(BMW) TOTAL ALL IMPORT CARS	409927	25.96	389228	25.45

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	11293	1.66	6076	1.84
OTHER IMPORTS				
Isuzu	9224	1.36	4529	.77
Nissan	44389	6.53	29200	4.99
Mazda	17008	2.50	18167	3.11
Mitsubishi	3650	.54	2224	.38
Subaru	690	.10	903	.15
Toyota	53566	7.88	41230	6.88
Volkswagen	2415	.36	3171	.53
Others	251	.04	51	.00
Total Other Import Trucks	131195	19.29	90075	10.87
(BMW) TOTAL ALL IMPORT TRUCKS	142488	20.96	104751	17.91

NEW DOMESTIC LIGHT TRUCKS
(0-10,000 LBS)

CHEVROLET S10	34589	5.08	21881	4.73
DODGE DAKOTA	405	.06	1359	.23
FORD RANGER	42195	6.19	30125	5.19
GMC S15	7283	1.06	6178	1.06
UNITED STATES SUMMARY	[illegible]		[illegible]	

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	8201060	2307417
*1978	8771648	3056000
*1979	11482234	3504320
*1980	10946104	3083340
*1981	10258605	3472230
*1982	8795827	3478777
*1983	9643510	3105400
*1984	7754.262	2930671
*1985	8824.00	2970000
1986	10110231	4047182

TOTALS INCLUDE ALASKA & HAWAII
*CALENDAR NOT AVAILABLE

R. L. POLK & CO. 6-1-85
FEBRUARY 1985 ISSUED 04/05

C7715-30

MARCH
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MARCH 1985	MARCH 1984	% 85 VS 84	% INC 1985	% INC 1984
A M C	12781	14823	[illegible]	1.34	1.83
(Alliance)	5836	8152	64.75	.74	.96
(Encore)	4754	6123	77.64	.61	.73
(Eagle)	1692	1678	[illegible]	.13	.20
CHRYSLER	31259	27494	[illegible]	3.28	2.87
(Laser)	5672	4095	161.95	.32	.49
(Le Baron/GTS)	11761	7371	159.47	1.27	.88
(E/NY/5 Av/Nwpt)	12916	12528	103.10	1.39	1.50
DODGE	47732	31687	150.71	5.15	3.80
(Daytona)	6067	3632	167.04	.85	.43
(Colt/Vista/Conq)	3804	3118	113.56	.39	.38
(Omni)	16629	9780	170.03	1.79	1.18
(Aries)	9876	8911	110.47	1.07	1.07
(Lancer)	2690			.29	
(600)	5451	4624	117.88	.59	.55
(Diplomat)	3410	1562	218.59	.37	.19
PLYMOUTH	40629	26835	151.39	4.38	3.21
(Colt/Vista/Conq)	3642	2773	131.34	.39	.33
(Horizon)	18272	10510	173.85	1.97	1.26
(Reliant)	13279	12340	107.61	1.43	1.47
(Caravelle)	3569			.39	
(Gran Fury)	1867	1212	153.54	.20	.17
CHRYSLER CORP	119650	86022	145.04	12.91	9.88
FORD	133674	102841	129.98	14.41	12.31
(Escort)	31837	31539	100.94	3.43	3.78
(Tempo)	41218	19705	209.17	4.45	2.36
(LTD/Crn Vict)	33118	28325	116.92	3.57	3.39
(Mustang)	13910	10465	132.98	1.50	1.25
(T'Bird)	13493	12811	105.32	1.46	1.53
XR4 Merkur	321			.03	
LINCOLN	14832	11693	126.85	1.60	1.40
(Mark VI & VII)	1730	2937	58.90	.19	.35
MERCURY	50396	41517	121.39	5.44	4.97
(Topaz)	10793	6041	178.66	1.16	.72
(Merq/Gr Marq)	21691	19133	113.78	2.35	2.29
(Cougar)	10442	9075	115.06	1.13	1.09
(Capri)	1412	1748	80.87	.15	.21
(Lynx)	6056	5522	109.67	.65	.66
LINC/MERC DIV	65549	53210	123.19	7.07	6.37
FORD MOTOR CO	199127	156051	127.60	21.48	18.68
BUICK	71780	72699	98.75	7.75	8.70
(Skyhawk)	7785	9099	85.60	.84	1.09
(Somerset Regal)	7632			.82	
(Century)	16978	15514	109.42	1.84	1.86
(Regal)	8107	16329	49.65	.87	1.94
(Riviera)	3901	4492	86.97	.42	.54
CADILLAC	23684	23576	100.46	2.56	2.82
(Cimarron)	1688	1519	110.89	.18	.18
(Eldorado)	5252	5291	99.26	.57	.63
(Seville)	2461	2808	87.64	.27	.34
CHEVROLET	135213	140635	96.14	14.58	16.84
(Chevette)	10180	16267	62.58	1.10	1.95
(Celebrity)	27734	28658	96.78	2.99	3.43
(Cavalier)	34126	28835	118.35	3.68	3.46
(Camaro)	17188	16117	106.65	1.85	1.93
(Citation)	6614	14520	45.55	.71	1.74
(Corvette)	3425	2528	135.48	.37	.30
(Monte Carlo)	9814	12539	78.27	1.06	1.50
OLDSMOBILE	81263	93469	87.64	8.65	11.19
(Firenza)	4991	4722	105.40	.54	.57
(Calais)	9442			1.02	
(Cutlass Ciera)	28091	20555	136.72	3.03	2.46
(Cutlass)	18326	31452	58.27	1.98	3.77
(Toronado)	3062	3219	95.12	.33	.38
PONTIAC	64211	57684	111.31	6.93	6.91
(1000)	1792	2175	82.39	.19	.26
(Sunbird)	9775	9811	99.63	1.05	1.17
(Grand Am)	8164			.88	
(6000)	12140	10273	118.17	1.31	1.23
(Bonneville)	4848	5765	84.09	.52	.69
(Firebird)	8439	8597	98.16	.91	1.03
(Fiero)	8117	9314	87.15	.88	1.12
GEN MTRS CORP	384151	388063	98.99	41.45	46.46
Misc Domestic	12	14	85.71		
Other Import	209011	193861	107.81	22.55	23.21
U S TOTAL	926732	838823	110.48		

© R L POLK & CO 1985

UNITED STATES SUMMARY
MARCH 1985 ISSUED 05/85

[illegible]

/

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

Make						
AMC						
CHRYSLER						
DODGE						
PLYMOUTH						
CHEVROLET						
FORD						
LINCOLN						
MERCURY						
LINC/MERC DIV						
FORD MOTOR CO						
BUICK						
CADILLAC						
CHEVROLET						
OLDSMOBILE						
PONTIAC						
GEN MOTORS CORP						
Other Domestic						
Other Imports						
U.S. TOTAL						

(Memo Total) Included in Base Total) UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

Make	March	% Chg	Year to Date		% Inc or Dec	% Mkt	
	[illegible]		[illegible]	[illegible]		[illegible]	[illegible]
Dodge	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ford	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Chevrolet	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
G.M.C.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Int.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jeep Truck	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mack/Mid-liner	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Kenworth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peterbilt	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Daimler Benz Corp.	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Willys White	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Western Star	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Miscellaneous	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
U. S. Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

Make	Class 1 0-6	Class 2 6-10	Class 3 10-14	Class 4 14-16	Class 5 16-19.5	Class 6 19.5-22.5	Class 7 22.5-25	Class 8 25.6 Over
Dodge	[illegible]	[illegible]						
(Dodge 1)	[illegible]	[illegible]						
Plymouth	[illegible]	[illegible]						
Ford	[illegible]	[illegible]				[illegible]	[illegible]	[illegible]
(Ford 2)	[illegible]	[illegible]						
Chevrolet	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]	[illegible]
(Chev 3)	[illegible]	[illegible]						
G.M.C.	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]
(G.M.C.4)	[illegible]	[illegible]						
Int.						[illegible]	[illegible]	[illegible]
Jeep Truck	[illegible]	[illegible]						
(Jeep 5)	[illegible]	[illegible]						
Mack/Mid-liner						[illegible]	[illegible]	[illegible]
Kenworth								[illegible]
Peterbilt								[illegible]
Daimler Benz Corp.						[illegible]	[illegible]	[illegible]
Willys White							[illegible]	[illegible]
Western Star								[illegible]
Miscellaneous	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1964 Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1963 vs '64	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

(Some Totals To Be Included in Class 2 & 3)

1. Includes Ram Vans, Wagonaire, Ram 50 Pickup, Carryall and Ram Wagon
2. Includes Ranger, Econo, Vans and Pickups
3. Includes Fargo, Econo, Vans and Pickups
4. Includes Includes Wagoneer, [illegible]
5. Includes Vans, Jeepsters, Fleet, [illegible] and Jeep
6. Includes [illegible] Equipment and [illegible]

Manufacturers, Dealers Association Lines for comparing Statistics of 1963 and New York and Statistics for 1964

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE [illegible] UNITS	YEAR TO DATE [illegible] % OF INDUSTRY	YEAR TO DATE [illegible] UNITS	YEAR TO DATE [illegible] % OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	[illegible]	[illegible]	-	-
Chevrolet Spectrum	[illegible]	[illegible]	-	-
Dodge Colt	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Colt Vista Sw	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Conquest	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt Vista Sw	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Conquest	[illegible]	[illegible]	[illegible]	[illegible]
Merkur	[illegible]	[illegible]	-	-
Total Domestic Sponsored Imports	[illegible]	[illegible]	[illegible]	[illegible]
OTHER IMPORTS				
Isuzu	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Honda	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mercedes Benz	[illegible]	[illegible]	[illegible]	[illegible]
Mitsubishi	[illegible]	[illegible]	[illegible]	[illegible]
Renault	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Volvo	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Imports	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT CARS	[illegible]	[illegible]	[illegible]	[illegible]

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES [illegible]

MAKES	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
OTHER IMPORTS				
Isuzu	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mitsubishi	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Import Trucks	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT TRUCKS	[illegible]	[illegible]	[illegible]	[illegible]

NEW DOMESTIC LIGHT TRUCKS
[illegible]

MAKES	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
CHEVROLET [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DODGE [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
FORD [illegible]	[illegible]	[illegible]	[illegible]	[illegible]
GMC [illegible]	[illegible]	[illegible]	[illegible]	[illegible]

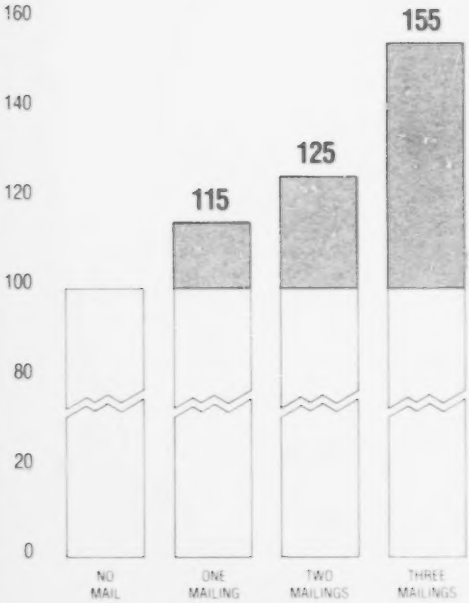
UNITED STATES SUMMARY [illegible]

NEW VEHICLE REGISTRATIONS UNITED STATES
[illegible]

[illegible]

4

CONSIDERATION...



Three mailings to competitive owners resulted in a

55%

improvement in serious consideration for the make of car advertised

...An Indispensable Pre-Condition To A Sale!

POLK AUTOMOTIVE MAIL can influence new car buyers by delivering the full product story they want before deciding what to buy.

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

5

C 7715.3

APRIL
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	11739	13847	84.78	1.25	1.65
(Alliance)	6360	6980	91.12	.67	.83
(Encore)	4394	5250	83.71	.47	.63
(Eagle)	384	1617	69.85	.11	.19
CHRYSLER	31981	24595	130.01	3.42	2.94
(Laser)	5376	4399	144.94	.68	.53
(Le Baron/GTS)	12521	7682	162.99	1.34	.92
(E/NY/5 AY/NPT)	13084	12514	104.55	1.40	1.49
DODGE	45260	32039	141.27	4.83	3.83
(Daytona)	5674	4079	139.10	.61	.49
(Colt/Vista/Conq)	3092	2848	108.57	.33	.34
(Omni)	14717	9818	149.90	1.56	1.17
(Aries)	10528	8210	128.23	1.13	.98
(Lancer)	2730	-	-	.23	-
(600)	5251	4729	111.04	.56	.57
(Diplomat)	3268	2355	138.77	.35	.28
PLYMOUTH	37024	25643	144.38	3.96	3.06
(Colt/Vista/Conq)	2959	2517	117.56	.32	.30
(Horizon)	15108	10372	145.66	1.61	1.24
(Reliant)	13926	11241	123.88	1.49	1.34
(Caravelle)	3362	-	-	.36	-
(Gran Fury)	1670	1513	110.38	.18	.18
CHRYSLER CORP.	114265	82277	138.88	12.21	9.83
FORD	125934	109862	114.60	13.46	13.13
(Escort)	28396	30990	91.63	3.04	3.70
(Tempo)	34821	21040	165.50	3.71	2.51
(LTD/Crn Vict)	37619	33079	101.63	3.59	3.96
(Mustang)	14278	11147	128.09	1.53	1.33
(T'Bird)	14790	13606	108.70	1.58	1.63
ER4 Merkur	466	-	-	.05	-
LINCOLN	13603	11410	119.22	1.45	1.36
(Mark VI & VII)	1535	2420	63.43	.16	.29
MERCURY	48048	43063	111.30	5.25	5.15
(Topaz)	10282	5889	174.60	1.10	.70
(Trng/Gr Marq)	20753	20539	101.04	2.23	2.45
(Cougar)	10973	9830	111.64	1.17	1.18
(Capri)	1428	1470	96.95	.15	.18
(Lynx)	5612	5324	105.41	.60	.64
LINC/MERC DIV.	63117	54473	115.87	6.75	6.51
FORD MOTOR CO	189021	164335	115.02	20.21	19.64
BUICK	76244	77603	98.25	8.15	9.27
(Skyhawk)	10695	10381	103.02	1.14	1.24
(Somerset Regal)	8462	-	-	.90	-
(Century)	16796	18639	90.11	1.80	2.23
(Regal)	7674	15318	51.40	.84	1.83
(Riviera)	4023	4463	90.04	.43	.53
CADILLAC	24351	26020	93.59	2.60	3.11
(Cimarron)	2621	1428	183.54	.28	.17
(Eldorado)	5178	5561	93.11	.55	.66
(Seville)	2465	2918	84.48	.26	.35
CHEVROLET	148410	136829	108.46	15.88	16.37
(Chevette)	9087	15811	57.47	.97	1.89
(Celebrity)	27474	27924	98.39	2.94	3.34
(Cavalier)	48634	31658	153.59	5.22	3.75
(Camaro)	17539	16385	107.04	1.87	1.95
(Citation)	6427	9323	68.94	.69	1.11
(Corvette)	3675	2417	152.05	.39	.29
(Monte Carlo)	10378	11787	88.03	1.11	1.41
OLDSMOBILE	94789	95362	99.40	10.13	11.40
(Firenza)	6932	4635	149.56	.74	.55
(Calais)	10348	-	-	1.11	-
(Cutlass Ciera)	28887	22516	120.30	3.09	2.69
(Cutlass)	18361	31128	58.99	1.96	3.73
(Toronado)	3021	3166	95.42	.32	.38
PONTIAC	72602	59237	124.67	7.76	6.96
(1000)	1692	2239	75.57	.18	.27
(Sunbird)	12740	9984	127.60	1.37	1.19
(Grand AM)	10267	-	-	1.10	-
(6000)	12486	10549	118.36	1.33	1.26
(Bonneville)	4750	5809	74.56	.46	.69
(Firebird)	9508	8421	112.91	1.02	1.01
(Fiero)	11832	9102	129.99	1.26	1.09
GEN MTRS CORP	416396	394051	105.67	44.52	47.11
Misc. Domestic	14	18	77.78	-	-
Other Import	204073	182189	112.01	21.81	21.77
U.S TOTAL	935508	836717	111.81		

© R. L. POLK & CO. 1963

UNITED STATES SUMMARY
APRIL 1985 ISSUED 06/85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END
	1985	1984		1985	1984	1984
A.M.C.	47322	60819	77.81	1.38	1.90	188602
(Alliance)	25288	30772	82.18	.73	.97	99463
(Encore)	17040	22571	75.50	.50	.70	68588
(Eagle)	4944	7476	66.20	.15	.23	20551
CHRYSLER	113406	93059	121.85	1.31	2.91	320523
(Laser)	20256	16404	123.48	.59	.51	51973
(Le Baron/GTS)	42824	28387	150.86	1.25	.89	86473
(E/NY/S RV/NPT)	50325	48278	104.24	1.47	1.51	110077
DODGE	170612	125098	136.38	4.99	3.91	406874
(Daytona)	18460	14048	131.41	.54	.44	45474
(Colt/Vista/Conq)	14069	14359	97.98	.41	.45	47167
(Omni)	55698	37071	150.25	1.63	1.16	118064
(Aries)	40155	35382	111.60	1.17	1.12	109256
(Lancer)	9932	-	-	.29	-	1499
(600)	19755	17853	110.65	.56	.56	60709
(Diplomat)	12543	5785	216.82	.37	.18	26705
PLYMOUTH	142601	103165	138.23	4.16	3.22	323769
(Colt/Vista/Conq)	13682	12737	107.42	.40	.40	42304
(Horizon)	60415	39565	152.70	1.75	1.24	123988
(Reliant)	49850	46527	107.14	1.46	1.44	134562
(Caravelle)	12501	-	-	.37	-	7662
(Gran Fury)	6153	4334	141.97	.18	.14	15253
CHRYSLER CORP.	426619	321330	132.77	12.46	10.04	1051166
FORD	463128	410758	112.75	13.53	12.83	1285077
(Escort)	123887	118684	104.38	3.61	3.71	379732
(Tempo)	118461	82874	142.94	3.46	2.58	254437
(LTD/Crn Vict)	118023	114109	103.43	3.45	3.56	360996
(Mustang)	53059	42612	124.52	1.55	1.33	136067
(T'Bird)	49598	52479	94.70	1.45	1.64	153845
XR4 Merkur	864	-	-	.03	-	2
LINCOLN	55372	41100	134.75	1.62	1.28	144278
(Mark VI & VII)	7353	12122	60.66	.22	.37	28349
MERCURY	135654	161417	108.82	5.12	5.05	519731
(Topaz)	32489	24671	131.69	.95	.77	78879
(Marq/Gr Marq)	76247	72088	105.77	2.21	2.25	242248
(Cougar)	38522	36437	105.72	1.13	1.14	119456
(Capri)	5363	8695	80.10	.16	.21	17647
(Lynx)	23033	21526	107.00	.67	.67	66461
LINC/MERC DIV	231890	202517	114.50	6.77	6.33	663981
FORD MOTOR CO.	695018	613275	113.33	20.30	19.16	1949058
BUICK	277189	281963	98.31	8.10	8.81	918321
(Skyhawk)	30349	32557	93.22	.89	1.02	119314
(Somerset Regal)	27203	-	-	.79	-	11013
(Century)	64551	62330	103.56	1.89	1.95	209304
(Regal)	32877	62762	52.38	.96	1.96	182814
(Riviera)	16432	17446	94.19	.48	.54	52223
CADILLAC	91274	96097	94.98	2.67	3.00	309678
(Cimarron)	6136	5326	106.92	.18	.19	17992
(Eldorado)	20254	21492	94.24	.60	.66	68763
(Seville)	9754	11157	87.42	.28	.35	35113
CHEVROLET	517524	505661	102.35	15.10	15.79	1555671
(Chevette)	42129	61971	67.98	1.23	1.94	165630
(Celebrity)	101111	102313	98.83	2.95	3.20	316955
(Cavalier)	140560	110203	127.54	4.10	3.43	372206
(Camaro)	54766	60426	107.18	1.83	1.89	198624
(Citation)	24343	35365	68.83	.71	1.10	90413
(Corvette)	12540	9561	131.16	.37	.30	30367
(Monte Carlo)	35504	44914	78.83	1.03	1.40	115310
OLDSMOBILE	334455	357878	93.46	9.77	11.18	1038173
(Firenza)	20259	17383	116.54	.59	.54	60633
(Calais)	34456	-	-	1.01	-	12048
(Cutlass Ciera)	97776	79083	123.64	2.86	2.47	237808
(Cutlass)	67810	118158	57.39	1.98	3.70	300973
(Toronado)	11871	12838	90.91	.34	.40	41074
PONTIAC	237985	215897	110.23	6.95	6.74	685347
(1000)	7253	8763	82.78	.21	.27	27211
(Sunbird)	37528	35726	105.04	1.10	1.12	124123
(Grand Am)	33098	-	-	.97	-	13858
(6000)	43714	38348	113.99	1.28	1.20	120650
(Bonneville)	16737	23109	72.43	.49	.72	64310
(Firebird)	31371	31202	100.54	.92	.97	98867
(Fiero)	30349	33753	89.91	.89	1.05	92374
GEN. MTRS CORP.	1458437	1457496	100.06	42.59	45.52	4507190
Misc. Domestic	69	78	88.46	-	-	267
Other Import	796560	748588	106.42	23.27	23.38	2421948
U.S. TOTAL	3424125	3201566	106.95			10118231

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	46866	11.79	173999	128808	135.08	11.76	10.31
Plymouth	9521	2.39	33512	24288	137.98	2.26	1.94
Ford	109596	27.58	407868	363854	112.10	27.56	29.13
Chevrolet	101977	25.65	378304	346591	109.15	25.56	27.75
G.M.C.	28673	7.21	104671	93204	112.30	7.07	7.46
IH	6908	1.74	22894	17105	133.84	1.55	1.37
Jeep Truck	12005	3.02	50383	43209	116.60	3.40	3.46
Mack/Midliner	3036	.76	10318	6342	162.69	.70	.51
Kenworth	1260	.32	3877	4587	84.52	.26	.37
Peterbilt	1133	.28	4013	3789	106.70	.27	.30
Daimler-Benz Corp.	2319	.58	7647	5153	148.40	.52	.41
Volvo White	1117	.28	4282	3457	123.86	.29	.28
Western Star	103	.03	387	149	259.73	.03	.01
Miscellaneous	73036	18.37	277135	208596	132.14	18.77	16.70
U. S. Total	397550		1479520	1249132	118.48		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	119529	54470	-	-	-	-	-	-
(Dodge 1)	87889	28395	-	-	-	-	-	-
Plymouth *	33512	-	-	-	-	-	-	-
Ford	232151	156515	-	-	-	4209	10511	4382
(Ford 2)	161818	51455	-	-	-	-	-	-
Chevrolet	208283	156126	8556	-	70	1762	3383	124
(Chev 3)	157487	58484	-	-	-	-	-	-
G.M.C.	47986	41521	2111	-	2077	1705	5213	3958
(G.M.C 4)	34498	14338	-	-	-	-	-	-
I.H.	-	-	-	-	-	7720	5118	10056
Jeep Truck	44246	6137	-	-	-	-	-	-
(Jeep 5)	44246	5439	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1401	371	8546
Kenworth	-	-	-	-	-	-	-	3877
Peterbilt	-	-	-	-	-	-	-	4043
Daimler-Benz Corp.	-	-	-	-	-	922	603	6122
Volvo White	-	-	-	-	-	-	458	3824
Western Star	-	-	-	-	-	-	-	387
Miscellaneous	272072	3494	842	314	85	39	120	669
Total	957779	418463	11609	314	2232	17758	25777	45988
1984 Total	667264	499900	12573	193	728	13535	18522	36397
1985 vs '84	143.53	83.71	92.33	162.69	306.59	131.20	139.17	125.35

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon.

2 Includes Ranger, Bronco, Vans and Herostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager FWD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKE	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC STANDARDS IMPORTS				
Chevrolet Sprint	5218	.15	-	-
Chevrolet Spectrum	12245	.36	-	-
Dodge Colt	10594	.31	10781	.34
Dodge Colt Vista 5d	2587	.08	2046	.06
Dodge Conquest	743	.02	1530	.05
Plymouth Colt	10312	.30	9585	.30
Plymouth Colt Vista 5d	2573	.08	1948	.06
Plymouth Conquest	747	.02	1334	.04
AMX Renault	854	.03	-	-
Total Domestic Sponsored Imports	45579	1.35	27306	.85
OTHER IMPORTS				
Isuzu	5192	.15	6390	.20
Nissan	152143	4.44	142898	4.45
Honda	171807	5.01	154675	4.82
Mazda	55146	1.61	49790	1.56
Mercedes Benz	28512	.84	28653	.84
Mitsubishi	11866	.34	11850	.38
Renault	3915	.11	4425	.14
Subaru	45775	1.34	45475	1.42
Toyota	152694	4.45	144926	4.51
Volkswagen	44582	1.30	53050	1.66
Volvo	12367	.36	33596	1.05
Others	12420	.36	78178	2.35
Total Other Imports	736452	21.47	749586	23.36
GRAND TOTAL ALL IMPORT CARS	782278	22.82	776884	24.22

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES 6-12,000 LBS.

DOMESTIC STANDARDS IMPORTS				
Dodge Ram 50	24287	1.84	12338	.99
OTHER IMPORTS				
Isuzu	22338	1.71	9207	.74
Nissan	69410	5.30	65498	5.24
Mazda	54004	4.20	37783	3.03
Mitsubishi	8176	.63	4382	.35
Subaru	1836	.09	1755	.14
Toyota	117442	7.87	81444	6.52
Volkswagen	5048	.34	6234	.50
Others	8141	.24	784	.06
Total Other Import Trucks	276422	18.55	217087	18.56
GRAND TOTAL ALL IMPORT TRUCKS	298736	20.39	219425	17.56

NEW DOMESTIC LIGHT TRUCKS
0-6,000 LBS.

CHEVROLET S10	83556	5.44	59519	4.76
DODGE DAKOTA	784	.04	3156	.25
FORD RANGER	98725	6.67	69236	5.54
GMC S15	4431	.27	228	.01
UNITED STATES SUBTOTAL	187496	12.67	132139	10.57

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8251863	2767817
*1976	8751582	3154026
*1977	10829134	3726329
*1978	11049104	3913361
*1979	10795800	3872208
*1980	8702637	2678777
*1981	8583615	2283685
*1982	7744361	2041671
*1983	9404196	2676554
1984	10116231	4067182

TOTALS INCLUDE ALASKA & HAWAII
REFLECTING NET AVAILABLE
* - POLK & CO. © 1.85
APRIL 1985 ISSUED 05/85

4

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C7715-3M

MAY
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C	10264	14871	69.02	1.13	1.66
(Alliance)	5630	7930	71.00	.62	.90
(Encore)	3768	5421	69.47	.41	.61
(Eagle)	866	1520	57.11	.10	.17
CHRYSLER	32524	26903	120.89	3.57	3.04
(Laser)	4945	4780	103.45	.54	.54
(Le Baron/GTS)	15116	8881	170.21	1.66	1.00
(E/M/5 liv/NPT)	12463	13242	94.12	1.37	1.50
DODGE	40081	35823	111.87	4.40	4.05
(Daytona)	4654	3963	117.44	.51	.45
(Colt/Vista/Conq)	2130	2395	88.94	.23	.27
(Omni)	11533	10700	107.79	1.26	1.21
(Aries)	9339	10779	86.64	1.02	1.20
(Lancer)	4401	-	-	.48	-
(600)	4884	5812	84.03	.54	.66
(Diplomat)	3140	2274	138.08	.34	.26
PLYMOUTH	29860	27925	106.93	3.27	3.15
(Colt/Vista/Conq)	2120	2346	90.37	.23	.26
(Horizon)	11361	10773	105.46	1.24	1.22
(Reliant)	11211	13420	83.54	1.23	1.51
(Caravelle)	3265	-	-	.36	-
(Gran Fury)	1902	1386	137.23	.21	.16
CHRYSLER CORP	102465	90751	112.91	11.24	10.24
FORD	122346	108160	113.12	13.42	12.21
(Escort)	39702	32594	121.81	4.36	3.68
(Tempo)	21059	19342	108.88	2.31	2.18
(LTD/Crn Vict)	33246	33161	100.26	3.65	3.75
(Mustang)	13530	10819	125.05	1.48	1.22
(T'Bird)	14829	12244	120.95	1.62	1.38
2.0 Motor	478	-	-	.05	-
LINCOLN	11020	11971	92.06	1.21	1.35
(Mark VI & VII)	1289	2022	63.75	.14	.23
MERCURY	43900	44812	97.75	4.81	5.07
(Topaz)	5686	6236	91.18	.62	.70
(Marq/Gr Marq)	18688	21726	86.02	2.04	2.46
(Cougar)	10830	9781	110.72	1.19	1.10
(Capri)	1240	1474	84.12	.14	.17
(Lynx)	7456	5695	130.92	.82	.64
LINC/MERC DIV	55398	56883	97.39	6.07	6.42
FORD MOTOR CO	177744	165043	107.70	19.49	18.63
BUICK	78249	85105	91.94	8.58	9.61
(Skyhawk)	8507	12513	67.99	.93	1.41
(Somerset Regal)	12356	-	-	1.35	-
(Century)	18401	20641	89.15	2.02	2.33
(Regal)	8570	17424	49.18	.95	1.97
(Riviera)	3988	4448	89.70	.44	.50
CADILLAC	25220	26120	96.55	2.77	2.95
(Cimarron)	2321	1456	159.41	.25	.16
(Eldorado)	6188	5603	110.44	.69	.64
(Seville)	3004	3025	99.31	.33	.34
CHEVROLET	147053	146079	100.67	16.12	16.49
(Chevette)	8565	15945	53.72	.94	1.80
(Celebrity)	30142	30198	99.81	3.31	3.41
(Cavalier)	45583	35089	129.91	4.99	3.96
(Camaro)	17771	18796	94.55	1.95	2.12
(Citation)	5491	8014	68.52	.60	.90
(Corvette)	3411	2374	143.68	.37	.27
(Monte Carlo)	10467	12367	84.64	1.15	1.40
OLDSMOBILE	96881	99575	97.29	10.62	11.24
(Firenza)	5250	5597	93.80	.58	.63
(Calais)	15785	-	-	1.73	-
(Cutlass Ciera)	28543	24283	117.54	3.12	2.74
(Cutlass)	18186	32126	56.61	1.99	3.63
(Toronado)	2793	3364	83.03	.31	.38
PONTIAC	72681	64345	112.96	7.97	7.26
(1000)	1655	2330	71.03	.18	.26
(Sunbird)	13010	12119	107.35	1.43	1.38
(Grand Am)	10704	-	-	1.17	-
(6000)	13512	11433	118.43	1.48	1.29
(Bonneville)	4376	6505	67.27	.48	.73
(Firebird)	10036	9602	104.52	1.10	1.08
(Fiero)	10028	9078	110.46	1.10	1.02
GEN MTRS CORP	420084	421224	99.73	46.06	47.55
Misc. Domestic	23	30	73.33	-	-
Other Import	201752	194055	103.76	22.06	21.90
U.S TOTAL	911932	885974	102.93		

© R. L. POLK & CO. 1985

UNITED STATES SUMMARY
MAY 1985 ISSUED 07/85

R. I-05

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END (NO)
	1985	1984		1985	1984	1984
A.M.C	57546	75690	76.00	1.85	1.85	168682
(Alliance)	30916	36702	79.89	.71	.95	99465
(Encore)	20836	27592	74.33	.48	.68	61588
(Eagle)	5862	8996	65.16	.14	.22	20551
CHRYSLER	145930	119972	121.64	3.37	2.94	320523
(Laser)	25201	21184	118.96	.58	.52	51973
(Le Baron/GTS)	57940	37268	155.47	1.34	.91	98473
(E/M/S AX/NY)	62789	61520	102.06	1.45	1.51	170077
DODGE	210693	161021	130.85	4.85	3.93	426074
(Daytona)	23114	18011	128.33	.53	.44	43474
(Colt/Vista/Conq)	18195	16754	96.69	.37	.41	47181
(Omni)	67237	47771	140.74	1.55	1.16	118054
(Aries)	49494	46751	105.84	1.14	1.14	109255
(Lancer)	1431	-	-	.33	-	1455
(600)	24639	23865	104.12	.57	.58	60709
(Diplomat)	15683	8059	194.60	.36	.20	26765
PLYMOUTH	172461	131088	131.56	3.98	3.21	323769
(Colt/Vista/Conq)	15802	15063	104.77	.36	.37	42304
(Horizon)	71776	50339	142.59	1.65	1.23	123988
(Reliant)	61081	59947	101.86	1.41	1.47	134562
(Caravelle)	15767	-	-	.36	-	7662
(Gran Fury)	8035	5720	140.82	.19	.14	15253
CHRYSLER CORP	529084	412281	128.33	12.25	10.08	1051166
FORD	585474	518918	112.83	13.56	12.69	1285077
(Escort)	163588	151278	108.14	3.78	3.70	379732
(Tempo)	139520	102216	136.50	3.22	2.50	254421
(LTD/Crn Vict)	151269	147273	102.72	3.49	3.60	360996
(Mustang)	66588	53431	124.63	1.54	1.31	136067
(T'Bird)	64507	64723	99.67	1.48	1.58	153845
D&M Merkur	1742	-	-	.03	-	2
LINCOLN	60192	53071	125.10	1.42	1.30	144276
(Mark VI & VII)	8694	14144	61.10	.20	.35	28345
MERCURY	219554	206329	106.41	5.07	5.05	511781
(Topaz)	38175	30907	123.52	.88	.76	73873
(Marq/Gr Marq)	34935	33814	101.19	2.20	2.29	242248
(Cougar)	49352	46218	106.78	1.14	1.13	119466
(Capri)	5603	8169	80.83	.15	.20	17647
(Lynx)	30489	27221	112.01	.70	.67	66461
LINC/MERC DIV	287288	259400	110.75	6.63	6.35	663981
FORD MOTOR CO	872762	778318	112.13	20.19	19.04	1949058
BUICK	355438	367066	96.83	8.20	8.98	916321
(Skyhawk)	38856	45070	86.21	.90	1.10	113314
(Somerset Regal)	39559	-	-	.91	-	11913
(Century)	82952	82971	99.98	1.91	2.03	209304
(Regal)	41547	80186	51.81	.96	1.96	182814
(Riviera)	20420	21892	93.28	.47	.54	52223
CADILLAC	115438	122217	94.32	2.66	2.99	309678
(Cimarron)	8657	7382	117.27	.20	.18	17982
(Eldorado)	28442	27695	97.59	.62	.66	66765
(Seville)	12758	14182	89.96	.29	.35	35113
CHEVROLET	664577	651740	101.97	15.32	15.95	1555671
(Chevette)	50634	77916	65.06	1.17	1.91	165830
(Celebrity)	131253	132511	99.05	3.01	3.24	316995
(Cavalier)	186243	145292	128.19	4.26	3.56	372206
(Camaro)	82537	79222	104.18	1.90	1.94	198624
(Citation)	29634	43379	68.78	.68	1.06	90413
(Corvette)	15951	11935	133.65	.37	.29	30367
(Monte Carlo)	45671	57261	80.06	1.06	1.40	115310
OLDSMOBILE	431346	457453	94.29	9.95	11.19	1036173
(Firenza)	25569	22980	111.01	.59	.56	60633
(Calais)	50241	-	-	1.16	-	12048
(Cutlass Ciera)	126319	103366	122.21	2.92	2.53	237606
(Cutlass)	85996	150284	57.22	1.98	3.67	360973
(Toronado)	14464	16202	89.27	.33	.40	41074
PONTIAC	310866	280242	110.95	7.16	6.86	685347
(1000)	8916	11091	80.39	.21	.27	27211
(Sunbird)	50536	47845	105.63	1.17	1.17	124123
(Grand Am)	43802	-	-	1.01	-	13856
(6000)	57026	49781	114.55	1.32	1.22	120050
(Bonneville)	21113	29614	71.29	.49	.72	64310
(Firebird)	41407	40884	101.28	.95	1.00	98861
(Fiero)	40371	42831	94.27	.93	1.05	92374
GEN MTRS CORP	1678521	1678720	99.99	41.32	45.97	4507190
Misc. Domestic	91	188	84.26	-	-	261
Other Import	996013	942643	105.67	23.02	21.06	2421946
U.S TOTAL	4736057	4087560	105.98			10116231

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	43615	11.53	217614	185482	117.33	11.71	10.36
Plymouth	9900	2.62	43412	31795	136.54	2.34	1.78
Ford	100752	26.63	508020	465407	109.16	27.35	26.13
Chevrolet	102744	27.16	481048	444556	108.20	25.89	27.63
G.M.C.	28735	7.59	133406	118881	112.12	7.18	7.45
Int	5837	1.54	28731	22690	126.62	1.55	1.42
Jeep Truck	13743	3.63	64126	55210	116.15	3.45	3.46
Mack/Midliner	2531	.67	12849	8553	150.23	.69	.54
Kenworth	810	.21	4781	5711	83.72	.26	.36
Peterbilt	1154	.30	5197	4921	105.61	.28	.31
Deimler-Benz Corp.	1797	.47	9444	8945	135.98	.51	.43
Volvo White	957	.25	5239	4117	127.25	.28	.26
Western Star	97	.03	484	215	227.23	.03	.01
Miscellaneous	65619	17.34	343354	262784	130.66	18.49	16.47
U. S. Total	378331		1858111	1597465	116.33		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	149582	67632	–	–	–	–	–	–
(Dodge 1)	111328	35743	–	–	–	–	–	–
Plymouth *	43412	–	–	–	–	–	–	–
Ford	288351	197966	–	–	–	5031	1335.5	5519
(Ford 2)	197528	54916	–	–	–	–	–	–
Chevrolet	267128	156356	11116	–	85	2084	4112	167
(Chev 3)	202386	74458	–	–	–	–	–	–
G.M.C.	62048	52836	2355	–	2546	2015	6592	5008
(G.M.C 4)	45059	16344	–	–	–	–	–	–
I.H.	–	–	–	–	–	9805	6447	12475
Jeep Truck	56893	7233	–	–	–	–	–	–
(Jeep 5)	56893	6356	–	–	–	–	–	–
Mack/Midliner	–	–	–	–	–	1687	443	10719
Kenworth	–	–	–	–	–	–	–	4787
Peterbilt	–	–	–	–	–	–	–	5197
Deimler-Benz Corp.	–	–	–	–	–	1101	755	7588
Volvo White	–	–	–	–	–	–	561	4654
Western Star	–	–	–	–	–	–	–	484
Miscellaneous	336337	4202	1236	361	184	58	155	850
Total	1202134	566225	14707	361	2730	21781	32448	57878
1984 Total	952935	431116	8836	244	855	13413	24412	47938
1985 vs '84	126,199	82,109	5,871	117	1,875	8,368	8,036	9,940

(Temp Total)-To be included in GVW 1,2 & 3
1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
4 Plymouth includes Voyager, PAD
5 Includes Vans, Cavaliers, Jimmy, S15 and Safari
6 Includes C's, Chevytes, Wagoneer and Scrambler

Manufacturers' Sales Records used for sampling Oklahoma in 1985 and New York and Oklahoma in 1984.

[illegible] IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	8333	.15	-	-
Chevrolet Spectrum	18275	.37	-	-
Dodge Colt	121351	.26	124522	.30
Dodge Colt Vista 5d	33922	.67	24851	.59
Dodge Conquest	972	.02	1811	.04
Plymouth Colt	111731	.27	112441	.26
Plymouth Colt Vista 5d	3395	.07	2284	.05
Plymouth Conquest	976	.02	1578	.04
GEO Metro	1342	.03	-	-
Total Domestic Sponsored Imports	53751	1.09	31837	.78
OTHER IMPORTS				
Honda	93514	.19	76866	.19
Nissan	186928	4.38	178531	4.37
Honda	215288	4.37	193855	4.74
Mazda	87598	1.78	82695	1.53
Mercedes Benz	35752	.82	33297	.81
Mitsubishi	14715	.34	14482	.35
Renault	3895	.08	5447	.13
Subaru	58085	1.34	57311	1.40
Toyota	183509	4.46	182526	4.47
Volkswagen	70228	1.62	58235	1.51
Volvo	40434	.93	41333	1.01
Others	104899	2.42	87257	2.36
Total Other Imports	998811	23.02	942614	23.06
GRAND TOTAL ALL IMPORT CARS	1052562	24.11	974452	23.84

GEO IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	2987	1.61	15934	1.00
OTHER IMPORTS				
Honda	28483	1.53	13013	.81
Nissan	103245	5.56	81484	5.10
Mazda	41702	2.24	47182	2.95
Mitsubishi	10575	.57	5368	.34
Subaru	1867	.10	2152	.13
Toyota	140240	7.55	102588	6.42
Volkswagen	6587	.35	8009	.50
Others	658	.04	1016	.06
Total Other Import Trucks	339164	18.25	260863	16.32
GRAND TOTAL ALL IMPORT TRUCKS	369126	19.86	276587	17.32

GEO DOMESTIC LIGHT TRUCKS
(0-10000 LBS)

CHEVROLET S10	90835	5.20	77822	4.86
DODGE RAMPAGE	845	.05	4101	.26
FORD RANGER	115163	6.20	89842	5.62
GMC S15	27473	1.48	15775	.99
UNITED STATES SUMMARY	[illegible]		[illegible]	

ALL VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1975	8291381	1287617
1976	8711485	1374809
1977	10635136	1539328
1978	11046545	1661082
1979	11256845	1672209
1980	8796327	1478777
1981	8843519	1549846
1982	7754427	1510471
1983	8636188	1670558
1984	10118231	1847186

TOTALS INCLUDE ALASKA & HAWAII
KOLOMOKO NOT AVAILABLE
R. L. POLK & CO.
MAY 1985 ISSUED 07/85

4

New Car Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 78%

RADIO—BY 88%

MAGAZINES—BY 68%

NEWSPAPERS—BY 79%

New Car Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R·L·POLK & CO.
6400 Monroe Blvd. • Taylor, MI 48180
Tel. (313) 292-3200

Sales 07715-24 JUNE 1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C.	9776	16705	58.53	1.06	1.80
(Alliance)	5288	8783	60.21	.58	.95
(Encore)	3729	6520	57.19	.40	.70
(Eagle)	761	1402	54.28	.08	.15
CHRYSLER	32928	29130	113.04	3.57	3.14
(Laser)	3913	5325	73.48	.42	.57
(Le Baron/GTS)	15551	10028	155.08	1.69	1.08
(E/NY/S AV/NPT)	13464	13777	97.73	1.46	1.49
DODGE	36504	37853	96.18	3.96	4.09
(Daytona)	3678	4282	85.89	.40	.46
(Colt/Vista/Conq)	3424	2927	116.98	.37	.32
(Omni)	8478	10487	80.84	.93	1.13
(Aries)	7649	11210	68.23	.83	1.20
(Lancer)	5539	-	-	.60	-
(600)	4647	5303	78.72	.50	.64
(Diplomat)	3089	3144	98.25	.33	.34
PLYMOUTH	25066	30151	86.45	2.82	3.25
(Colt/Vista/Conq)	3167	2600	121.81	.34	.28
(Horizon)	8884	11016	80.65	.96	1.19
(Reliant)	9085	14678	61.93	.99	1.58
(Caravelle)	3077	-	-	.33	-
(Gran Fury)	1853	1865	99.36	.20	.20
CHRYSLER CORP.	95498	97234	98.21	10.35	10.48
FORD	118758	112034	106.00	12.87	12.08
(Escort)	43285	31853	135.89	4.69	3.43
(Tempo)	16596	21644	76.68	1.80	2.33
(LTD/Crn Vict)	30812	33968	90.71	3.34	3.67
(Mustang)	14230	11896	119.62	1.54	1.28
(T'Bird)	13835	12673	109.17	1.50	1.37
XR4 Merkur	576	-	-	.06	-
LINCOLN	11325	14250	79.47	1.23	1.54
(Mark VI & VII)	1432	2949	48.56	.16	.32
MERCURY	42018	45634	92.08	4.55	4.91
(Topaz)	4347	5764	75.42	.47	.62
(Marq/Gr Marq)	17766	23124	76.83	1.91	2.49
(Cougar)	10293	9934	103.30	1.12	1.07
(Capri)	1087	1456	73.28	.12	.16
(Lynx)	8545	5326	160.44	.93	.57
LINC/MERC. DIV.	53919	59864	90.04	5.84	6.45
FORD MOTOR CO.	172677	171918	100.44	18.71	18.53
BUICK	73423	84920	86.46	7.96	9.15
(Skyhawk)	6458	13202	48.93	.70	1.42
(Somerset Regal)	11400	-	-	1.24	-
(Century)	19383	17814	108.81	2.10	1.92
(Regal)	9274	18413	50.37	1.00	1.98
(Riviera)	4332	4175	98.37	.45	.45
CADILLAC	25613	26722	95.85	2.78	2.88
(Cimarron)	1738	1473	117.98	.19	.16
(Eldorado)	6671	5704	116.95	.72	.62
(Seville)	3300	2985	110.55	.36	.32
CHEVROLET	139237	147331	94.51	15.07	15.88
(Chevette)	9146	14784	61.86	.99	1.59
(Celebrity)	31738	30972	102.47	3.44	3.34
(Cavalier)	35324	34298	102.99	3.81	3.71
(Camaro)	18158	19704	92.15	1.97	2.12
(Citation)	3774	9040	41.75	.41	.97
(Corvette)	3339	2221	150.34	.36	.24
(Monte Carlo)	10223	11252	90.85	1.11	1.21
OLDSMOBILE	96408	101300	94.61	10.45	10.98
(Firenza)	3785	6256	60.50	.41	.67
(Calais)	14078	-	-	1.53	-
(Cutlass Ciera)	29901	24802	120.56	3.24	2.67
(Cutlass)	18939	29801	63.55	2.05	3.21
(Toronado)	2746	3579	76.73	.30	.39
PONTIAC	67104	63335	105.95	7.27	6.83
(1000)	1917	2264	84.67	.21	.24
(Sunbird)	9948	12170	81.74	1.08	1.31
(Grand AM)	9591	-	-	1.04	-
(6000)	13451	11752	114.46	1.46	1.27
(Bonneville)	4554	5991	76.01	.49	.65
(Firebird)	10103	9710	104.05	1.09	1.05
(Fiero)	7755	8288	93.57	.84	.89
GEN. MTRS CORP.	401785	424208	94.71	43.53	45.72
Misc. Domestic	14	32	43.75	-	-
Other Import	243158	217752	111.67	26.35	23.47
U. S. TOTAL	922910	927849	99.47		

© R. L. POLK & CO. 1985

UNITED STATES SUMMARY
JUNE 1985 ISSUED 08/85

R. 1-85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END
	1985	1984		1985	1984	1984
A.M.C.	67364	92335	72.91	1.28	1.84	188602
(Alliance)	36206	47485	76.25	.68	.94	99463
(Encore)	24535	34512	71.09	.47	.69	68588
(Eagle)	6623	10338	63.63	.13	.21	20551
CHRYSLER	178858	149102	119.98	5.40	2.97	320523
(Laser)	29114	26509	109.83	.55	.53	51973
(Le Baron/GTS)	73491	47296	155.39	1.40	.94	98431
(E/NY/S AY/NPT)	76253	75297	101.27	1.45	1.50	170077
DODGE	241137	136974	124.24	4.70	3.98	406814
(Daytona)	26732	22293	120.18	.51	.44	43474
(Colt/Vista/Conq)	19623	19581	99.71	.37	.39	47167
(Omni)	75709	58258	129.95	1.43	1.18	118064
(Aries)	57143	57971	98.57	1.09	1.16	109256
(Lancer)	19872	-	-	.38	-	1499
(600)	29286	29568	99.05	.56	.59	60709
(Diplomat)	18772	11203	167.56	.36	.22	26705
PLYMOUTH	198527	161235	123.13	3.78	3.21	323769
(Colt/Vista/Conq)	18959	17683	107.27	.36	.35	42304
(Horizon)	80660	61354	131.47	1.54	1.22	123988
(Reliant)	70146	74617	94.01	1.33	1.49	134562
(Caravelle)	18844	-	-	.36	-	7662
(Gran Fury)	9908	7585	130.63	.19	.15	15253
CHRYSLER CORP.	624582	509315	122.63	11.88	10.16	1051106
FORD	704232	630952	111.61	13.39	12.58	1285077
(Escort)	206874	183131	112.97	3.92	3.66	379732
(Tempo)	156116	123860	126.04	2.97	2.47	254437
(LTD/Crn Vict)	182081	181238	100.47	3.46	3.61	360996
(Mustang)	80819	65327	123.71	1.54	1.30	136067
(T'Bird)	78342	77396	101.22	1.49	1.54	153845
XR4 Merkur	1918	-	-	.04	-	2
LINCOLN	77717	67321	115.44	1.48	1.34	144278
(Mark VI & VII)	10074	17093	58.94	.19	.34	28349
MERCURY	261572	251963	103.81	4.97	5.03	519701
(Topaz)	42522	36671	115.96	.81	.73	73879
(Marq/Gr Marq)	112701	116538	96.38	2.14	2.34	242248
(Cougar)	53645	56182	106.16	1.13	1.12	113466
(Capri)	7670	9625	79.99	.15	.19	17647
(Lynx)	39034	32547	119.93	.74	.65	66461
LINC/MERC. DIV.	341207	319284	106.87	6.49	6.37	661861
FORD MOTOR CO.	1045439	950236	110.02	19.88	18.95	1949058
BUICK	428851	451988	94.88	8.15	9.01	918321
(Skyhawk)	45324	58272	77.78	.86	1.16	119314
(Somerset Regal)	50959	-	-	.97	-	11013
(Century)	102335	100785	101.54	1.94	2.01	209304
(Regal)	50821	98599	51.54	.97	1.97	182814
(Riviera)	24552	26067	94.19	.47	.52	52223
CADILLAC	142107	148939	95.41	2.70	2.97	309678
(Cimarron)	10395	8855	117.39	.20	.18	17992
(Eldorado)	33113	32799	100.96	.62	.65	68763
(Seville)	16053	17167	93.54	.31	.34	35113
CHEVROLET	803814	799071	100.59	15.29	15.93	1555671
(Chevette)	59840	92700	64.55	1.14	1.85	165630
(Celebrity)	162991	163483	99.70	3.10	3.26	316995
(Cavalier)	221567	179590	123.37	4.21	3.57	372206
(Camaro)	100695	98926	101.79	1.91	1.97	198624
(Citation)	33608	52419	64.11	.64	1.05	90413
(Corvette)	19290	14156	136.27	.37	.28	30367
(Monte Carlo)	56094	68533	81.85	1.07	1.37	115310
OLDSMOBILE	527754	559353	94.35	10.04	11.15	1038173
(Firenza)	29294	29236	100.20	.56	.58	60631
(Calais)	64319	-	-	1.22	-	12048
(Cutlass Ciera)	156220	128168	121.89	2.97	2.56	237898
(Cutlass)	104935	180085	58.27	2.00	3.59	300973
(Toronado)	17210	19781	87.00	.33	.39	41074
PONTIAC	377770	343577	109.95	7.18	6.85	685347
(1000)	10835	13357	81.12	.21	.27	27211
(Sunbird)	60486	60015	100.78	1.15	1.20	124123
(Grand Am)	53393	-	-	1.02	-	13858
(6000)	70477	61533	114.54	1.32	1.22	120650
(Bonneville)	25667	35605	72.09	.49	.71	64310
(Firebird)	51510	50514	101.97	.98	1.01	98867
(Fiero)	48132	51119	94.16	.92	1.02	92374
GEN. MTRS CORP.	2280306	2302928	99.02	43.36	45.91	4507190
Misc. Domestic	105	140	75.00	-	-	267
Other Import	1241171	1160395	106.96	23.60	23.14	2421948
U.S. TOTAL	5258967	5015409	104.86			10118231

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	44404	11.12	262018	204730	127.98	11.61	10.44
Plymouth	10557	2.64	53969	39391	137.01	2.39	2.01
Ford	107461	26.93	616081	570845	107.92	27.28	29.13
Chevrolet	105815	26.76	587853	544843	107.90	26.04	27.79
G.M.C.	30015	7.52	163421	146553	111.51	7.24	7.48
IH	5922	1.48	34653	27924	124.10	1.54	1.42
Jeep Truck	16009	4.01	80135	68512	116.96	3.55	3.49
Mack/Midliner	3050	.76	15899	10868	146.29	.70	.55
Kenworth	863	.22	5650	6533	86.48	.25	.33
Peterbilt	1076	.27	6273	5875	106.77	.28	.30
Daimler-Benz Corp.	2081	.52	11525	8175	140.98	.51	.42
Volvo White	1032	.26	6271	4862	128.98	.28	.25
Western Star	97	.02	581	256	226.95	.03	.01
Miscellaneous	69802	17.49	413156	321190	128.63	18.30	16.38
U. S. Total	399184		2257495	1960557	115.15		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	180645	81373	-	-	-	-	-	-
(Dodge 1)	134375	43827	-	-	-	-	-	-
Plymouth *	53969	-	-	-	-	-	-	-
Ford	345487	241462	-	-	-	5942	15865	7345
(Ford 2)	233632	79664	-	-	-	-	-	-
Chevrolet	327397	238810	13986	-	108	2428	4892	242
(Chev 3)	246545	90668	-	-	-	-	-	-
G.M.C.	76653	64812	2623	-	3128	2528	7660	6017
(G.M.C 4)	54986	22574	-	-	-	-	-	-
I.H.	-	-	-	-	-	11786	7820	15047
Jeep Truck	71726	8409	-	-	-	-	-	-
(Jeep 5)	71726	7397	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2065	531	13303
Kenworth	-	-	-	-	-	-	-	5650
Peterbilt	-	-	-	-	-	-	-	6273
Daimler-Benz Corp.	-	-	-	-	-	1292	933	9300
Volvo White	-	-	-	-	-	-	731	5570
Western Star	-	-	-	-	-	-	-	581
Miscellaneous	404611	5077	1562	468	148	60	196	1034
Total	1460468	639943	18171	468	3384	26101	38598	70362
1984 Total	1047821	781714	20055	529	1097	20971	30196	58370
1985 vs '84	139.36	81.86	90.59	142.25	308.48	124.46	127.82	120.54

(Memo Totals)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Reroster

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager FWD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrembler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	7705	.15	869	.01
Chevrolet Spectrum	20425	.39	-	-
Dodge Colt	14400	.27	14556	.25
Dodge Colt Vista SW	4017	.08	3014	.06
Dodge Conquest	1206	.02	2111	.04
Plymouth Colt	13799	.26	13108	.26
Plymouth Colt Vista SW	3990	.08	2747	.05
Plymouth Conquest	1180	.02	1828	.04
AMA Merkur	1918	.04	-	-
Total Domestic Sponsored Imports	68640	1.31	38033	.76
OTHER IMPORTS				
Isuzu	9182	.17	9574	.19
Nissan	236748	4.50	224311	4.47
Honda	261689	4.98	235660	4.70
Mazda	82792	1.57	76037	1.52
Mercedes-Benz	43219	.82	39572	.79
Mitsubishi	18611	.35	17450	.35
Renault	4412	.08	6630	.13
Subaru	71270	1.36	69265	1.38
Toyota	247083	4.70	227715	4.54
Volkswagen	87702	1.67	83451	1.66
Volvo	49827	.95	50451	1.01
Others	128726	2.45	120219	2.40
Total Other Imports	1241171	23.60	1160395	23.14
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	1309811	24.91	1198428	23.89

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	35142	1.56	20128	1.03
OTHER IMPORTS				
Isuzu	34485	1.53	17568	.90
Nissan	128201	5.68	98042	5.02
Mazda	51258	2.27	56192	2.87
Mitsubishi	12461	.55	6431	.33
Subaru	1944	.09	2474	.13
Toyota	170492	7.55	126001	6.43
Volkswagen	8252	.37	9984	.51
Others	782	.03	1393	.07
Total Other Import Trucks	407965	18.07	318540	16.25
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	443107	19.63	338668	17.27

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	109742	4.86	94828	4.84
DODGE RAMPAGE	899	.04	5021	.26
FORD RANGER	131270	5.81	105335	5.50
GMC S15	25441	1.13	20748	1.06

UNITED STATES SUMMARY

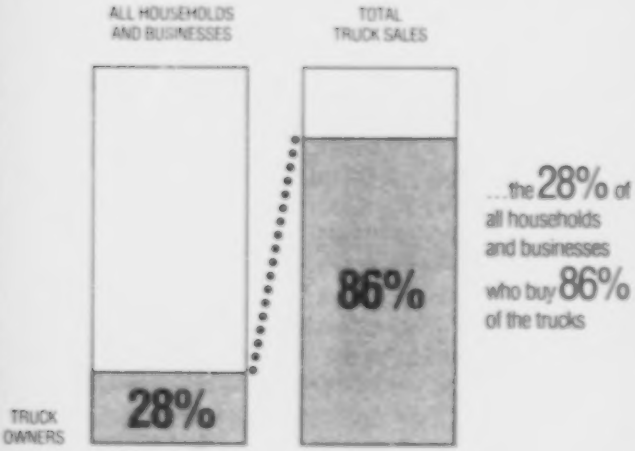
"DATA IS FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8261840	2397417
*1976	9751485	3058008
*1977	10826234	3509328
*1978	10948610A	3983340
*1979	10356695	3472209
*1980	8763937	2676777
*1981	8443919	2185409
*1982	7754342	2430471
*1983	8324186	2976556
1984	10118231	4047162

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. © 1-85
JUNE 1985 ISSUED 08/85

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.

6400 Monroe Blvd. · Taylor, MI 48180

Tel. (313) 292-3200

C 7715 - 3A
JULY
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

©

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	9375	16313	57.47	.99	1.81
(Alliance)	4936	8512	57.99	.52	.95
(Encore)	3514	6582	53.39	.37	.73
(Eagle)	925	1219	75.88	.10	.13
CHEVROLET	32993	28977	113.86	3.48	3.21
(Laser)	3734	5129	72.80	.39	.57
(Le Baron/GTS)	15178	9538	159.13	1.61	1.06
(E/NY/S RV/NPT)	14081	14310	98.40	1.48	1.58
DODGE	37398	34395	108.73	3.93	3.80
(Daytona)	3761	3855	97.56	.40	.43
(Colt/Vista/Conq)	4150	3652	113.64	.44	.40
(Omni)	8014	10045	79.78	.84	1.11
(Aries)	8276	9059	91.36	.86	1.00
(Lancer)	5336	-	-	.56	-
(600)	4547	5135	88.55	.48	.57
(Diplomat)	3314	2649	125.10	.35	.29
PLYMOUTH	26633	27542	96.70	2.81	3.05
(Colt/Vista/Conq)	3953	3118	126.78	.42	.35
(Horizon)	8697	10498	82.84	.92	1.16
(Reliant)	9736	12327	78.98	1.03	1.36
(Caravelle)	2598	-	-	.27	-
(Gran Fury)	1649	1599	103.13	.17	.18
CHEVROLET CORP.	97024	90914	106.72	10.22	10.06
FORD	109675	108253	101.31	11.56	11.99
(Escort)	33485	31256	107.13	3.52	3.46
(Tempo)	17995	22129	81.34	1.90	2.45
(LTD/Crn Vict)	30024	31399	95.62	3.16	3.48
(Mustang)	14436	11177	129.16	1.52	1.24
(T'Bird)	13731	12292	111.71	1.45	1.36
XR4 Merkur	843	-	-	.09	-
LINCOLN	13469	12939	104.10	1.42	1.43
(Mark VI & VII)	1841	2533	72.68	.19	.28
MERCURY	43786	44813	97.71	4.61	4.96
(Topaz)	4709	5934	79.36	.50	.66
(Tr'sq/Gr Marq)	19653	22431	87.62	2.07	2.48
([illegible])	11332	9719	116.60	1.19	1.08
([illegible])	1366	1396	97.85	.14	.15
([illegible])	6786	5333	127.25	.71	.59
AMC/JEEP/EAGLE DIV.	58098	57752	100.60	6.12	6.39
FORD MOTOR CO.	167773	166005	101.07	17.68	18.38
BUICK	73853	81575	90.53	7.78	9.03
(Skyhawk)	7709	12893	59.79	.81	1.43
(Somerset Regal)	6241	-	-	.66	-
(Century)	20916	17627	118.66	2.20	1.95
(Regal)	9458	17676	53.51	1.00	1.95
(Riviera)	4971	3756	132.35	.52	.42
CADILLAC	27333	27717	98.61	2.88	3.07
(Cimarron)	1748	1452	120.39	.18	.16
(Eldorado)	5845	5859	99.76	.62	.65
(Seville)	2713	2981	91.01	.29	.33
CHEVROLET	141341	147242	95.99	14.90	16.30
(Chevette)	10098	13948	71.75	1.05	1.54
(Celebrity)	34903	29911	116.69	3.70	3.31
(Cavalier)	29785	35082	84.90	3.14	3.89
(Camaro)	19003	20147	94.32	2.00	2.23
(Citation)	2949	8992	32.80	.31	1.00
(Corvette)	3461	2174	159.20	.36	.24
(Monte Carlo)	10365	10252	101.10	1.09	1.13
OLDSMOBILE	96088	93904	102.33	10.12	10.39
(Firenza)	3765	6328	59.50	.40	.70
(Calais)	8103	-	-	.85	-
(Cutlass Ciera)	30869	23302	132.47	3.25	2.58
(Cutlass)	19280	24958	77.25	2.03	2.76
(Toronado)	3071	3526	87.05	.32	.39
PONTIAC	61790	64469	95.84	6.51	7.14
(1000)	1992	2765	72.04	.21	.31
(Sunbird)	7676	12829	61.39	.83	1.42
(Grand Am)	5209	-	-	.55	-
(6000)	14946	11862	126.00	1.57	1.31
(Bonneville)	4337	6036	71.85	.46	.67
(Firebird)	10007	9747	102.67	1.05	1.08
(Fiero)	7481	7878	94.96	.79	.87
GEN MTRS CORP.	400495	414907	96.50	42.19	45.93
Misc. Domestic	26	20	130.00	-	-
Other Import	274530	215231	127.55	28.92	23.82
U.S. TOTAL	949133	903390	105.06		

© R. L. POLK & CO. 1985

UNITED STATES SUMMARY
JULY 1985 ISSUED 09/85

R. 1-05

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
AMC	76739	108706	70.59	1.24	1.84	188652
(Alliance)	41142	55897	73.47	.67	.95	99463
(Encore)	28049	41094	68.26	.45	.69	68588
(Eagle)	7548	11615	64.97	.12	.20	20551
CHEVROLET	211651	190779	110.95	3.41	3.01	320523
(Laser)	32848	31638	103.82	.53	.53	51977
(Le Baron/GTS, (E/H)/S RV/T -T)	88669	56834	156.01	1.43	.95	98473
	90334	89907	100.81	1.45	1.52	170077
DODGE	284595	233269	121.95	4.58	3.94	406874
(Daytona)	30553	26140	116.85	.49	.44	43474
(Colt/Vista/Conq)	23773	23333	101.85	.38	.39	47167
(Omni)	83723	68303	122.58	1.35	1.16	118054
(Aries)	55419	67030	97.60	1.05	1.13	109256
(Lancer)	25208	-	-	.41	-	1499
(600)	33833	34703	97.49	.54	.59	60709
(Diplomat)	22086	13852	159.44	.36	.23	26705
PLYMOUTH	225160	188781	119.27	3.63	3.19	323769
(Colt/Vista/Conq)	22922	20801	110.20	.37	.35	42304
(Horizon)	89357	71852	124.36	1.43	1.21	123988
(Reliant)	79882	66944	91.86	1.29	1.47	134552
(Caravelle)	2744	-	-	.35	-	7662
(Gran Fury)	11557	9184	125.84	.19	.16	15253
CHRYSLER CORP.	721606	600229	120.22	11.62	10.14	1051166
FORD	813907	739205	110.11	13.11	12.49	1285077
(Escort)	240359	214387	112.11	3.88	3.62	378732
(Tempo)	174115	145589	119.27	2.80	2.47	254437
(LTD/Crn Vict)	212105	212637	99.75	3.42	3.59	360996
(Mustang)	95255	76504	124.51	1.53	1.29	136067
(T'Bird)	92073	69688	102.65	1.48	1.52	153845
YUGO Merkur	2761	-	-	.04	-	2
LINCOLN	91186	80260	113.61	1.47	1.36	144278
(Mark VI & VII)	11915	19825	60.71	.19	.34	28349
MERCURY	305358	296776	102.89	4.92	5.01	519701
(Topaz)	47231	42605	110.86	.76	.72	73879
(Marq/Gr Marq)	132354	139359	94.97	2.14	2.35	242248
(Cougar)	70971	65901	107.70	1.14	1.11	119456
(Capri)	8976	11021	81.44	.14	.19	17647
(Lynx)	45820	37880	120.96	.74	.64	66461
LINC/MERC DIV.	389305	377038	105.91	6.43	6.37	663961
FORD MOTOR CO.	1213212	1116241	108.69	19.54	18.86	1949558
BUICK	502714	533563	94.22	8.10	9.01	918321
(Skyhawk)	53033	71165	74.52	.85	1.20	119314
(Somerset Regal)	57200	-	-	.92	-	11013
(Century)	123251	118412	104.09	1.99	2.01	209304
(Regal)	80276	115275	51.84	.97	1.95	182614
(Riviera)	29523	29823	98.99	.48	.50	52223
CADILLAC	169440	176555	95.52	2.73	2.98	309678
(Cimarron)	12143	10307	117.81	.20	.17	17992
(Eldorado)	38558	38658	100.78	.63	.65	68763
(Seville)	18771	20148	93.17	.30	.34	35113
CHEVROLET	945155	946313	99.88	15.23	16.00	1555671
(Chevette)	89848	106648	85.49	1.13	1.80	165630
(Celebrity)	197884	193394	102.33	3.19	3.27	316995
(Cavalier)	251352	214672	117.09	4.04	3.63	372206
(Camaro)	119698	119073	100.52	1.93	2.01	196624
(Citation)	36557	61411	59.53	.59	1.04	90453
(Corvette)	22751	16330	139.32	.37	.28	30367
(Monte Carlo)	66459	78785	84.35	1.07	1.33	115310
OLDSMOBILE	523842	553257	95.50	10.05	11.04	1038173
(Firenza)	33059	35504	92.96	.53	.60	60633
(Calais)	72422	-	-	1.17	-	12048
(Cutlass Ciera)	187089	151470	123.52	3.01	2.55	237808
(Cutlass)	124215	205043	60.58	2.00	3.47	368973
(Toronado)	20281	23309	87.01	.33	.39	41074
PONTIAC	439550	408045	107.72	7.08	6.89	685347
(1000)	12627	15122	79.56	.21	.27	27211
(Sunbird)	66362	72844	93.85	1.10	1.23	124123
(Grand Am)	58602	-	-	.94	-	13656
(6000)	85423	73395	116.39	1.38	1.24	120650
(Bonneville)	30004	41641	72.05	.48	.70	64310
(Firebird)	61517	60261	102.08	.99	1.02	98887
(Fiero)	55613	58997	94.26	.90	1.00	92374
GEN MTRS CORP	2680711	2717835	98.63	43.19	45.92	4507190
Misc. Domestic	131	160	81.88	-	-	267
Other Import	1515701	1375626	110.18	24.41	23.24	2421948
U.S TOTAL	6208100	5918799	104.89			10116231

(Mono Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	46025	10.64	356043	341332	127.64	11.43	11.46
Plymouth	10764	2.47	84733	78536	138.63	2.40	2.02
Ford	113614	26.04	729755	668781	109.12	27.08	26.95
Chevrolet	122687	28.12	710550	638772	111.24	25.38	27.64
G.M.C.	32982	7.55	196388	173086	113.51	7.28	7.50
IH	5810	1.33	42463	37687	120.19	1.50	1.46
Jeep Truck	14415	3.30	94550	80421	117.57	3.51	3.49
Mack/Midliner	2653	.61	19562	13228	140.32	.69	.57
Kenworth	764	.18	5414	7568	84.75	.24	.33
Peterbilt	1098	.25	7372	7011	105.15	.27	.30
Daimler-Benz Corp.	1847	.42	13366	9662	138.34	.50	.42
Volvo White	1198	.27	7469	5635	132.55	.28	.24
Western Star	112	.03	693	308	225.03	.03	.01
Miscellaneous	12451	10.89	435607	381495	129.91	10.40	16.53
U. S. Total	436453		2693302	2317982	116.19		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26 &3	GVW 8 33 & Over
Dodge	212713	95330	-	-	-	-	-	-
(Dodge 1)	157923	51991	-	-	-	-	-	-
Plymouth 6	54735	-	-	-	-	-	-	-
Ford	409156	266960	-	-	-	6813	18245	8561
(Ford 2)	268869	93844	-	-	-	-	-	-
Chevrolet	352724	291632	10865	-	146	3048	5827	312
(Chev 3)	291929	110061	-	-	-	-	-	-
G.M.C.	52231	78645	2861	-	3690	3153	8882	6921
(G.M.C 4)	51023	26888	-	-	-	-	-	-
I.H.	-	-	-	-	-	13518	9451	17502
Jeep Truck	84784	9766	-	-	-	-	-	-
(Jeep 5)	84784	8611	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2425	605	15532
Kenworth	-	-	-	-	-	-	-	8414
Peterbilt	-	-	-	-	-	-	-	7372
Daimler-Benz Corp.	-	-	-	-	-	1490	1083	10793
Volvo White	-	-	-	-	-	-	851	6618
Western Star	-	-	-	-	-	-	-	693
Miscellaneous	485348	6126	1871	547	187	79	224	1226
Total	1761500	758481	21597	547	4023	30518	45154	81964
1984 Total	1736317	615240	22695	401	1268	25454	38388	69780
1985 vs '84	1.40.87	83.96	95.18	1.4	317.27	19.89	24.12	17.46

(Temp Totals-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
4 Plymouth Includes Voyager FWD
5 Includes Vans, Caballero, Jimmy, S/T and Safari
6 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint				
Chevrolet Spectrum	9864	.16	2771	.05
Dodge Colt	25506	.41	-	-
Dodge Colt Vista 5Dr	17067	.27	17202	.28
Dodge Conquest	5266	.08	3627	.05
Plymouth Colt	14411	.22	2444	.04
Plymouth Colt Vista 5Dr	15015	.25	15325	.25
Plymouth Conquest	5139	.08	3360	.06
AMC Renkur	1408	.02	2121	.04
Total Domestic Sponsored Imports	2781	.04	-	-
	84640	1.37	46905	.78
OTHER IMPORTS				
Isuzu				
Nissan	11819	.19	11452	.19
Honda	297455	4.79	258391	4.33
Mazda	313888	5.04	278761	4.68
Mercedes-Benz	100295	1.62	83602	1.52
Mitsubishi	51748	.83	44985	.78
Renault	23622	.38	20879	.35
Subaru	4825	.08	7894	.13
Toyota	85261	1.37	81947	1.38
Volkswagen	306061	4.85	278827	4.66
Volvo	105903	1.71	87645	1.65
Others	50294	.81	59830	1.01
Total Other Imports	155139	2.50	139454	2.36
	1515761	24.41	1375826	23.24
GRAND TOTAL ALL IMPORT CARS	-	-	-	-
	1600545	25.78	1422231	24.02

DOMESTIC SPONSORED IMPORTS				
Dodge Ram 50	90157	1.45	24455	1.05
OTHER IMPORTS				
Isuzu				
Nissan	412225	1.55	21533	.91
Mazda	151102	5.81	115841	5.32
Mitsubishi	52218	2.31	55186	2.62
Subaru	14626	.54	7765	.34
Toyota	2253	.08	2848	.11
Volkswagen	205810	7.68	151395	9.54
Others	10166	.38	11824	.51
Total Other Import Trucks	887	.03	1872	.08
	459369	18.17	370264	18.35
GRAND TOTAL ALL IMPORT TRUCKS	-	-	-	-
	529526	19.66	402719	17.45

CHEVROLET GIO	124931	4.84	111532	4.81
DODGE RAMPAGE	941	.05	5942	.25
FORD RANGER	148141	5.50	127775	5.54
GMC S15	26884	1.05	24492	1.06
UNITED STATES SUMMARY				

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8231960	2387417
*1976	8701460	3056008
*1977	9205735	3551606
*1978	10466134	3853340
*1979	10760895	3912356
*1980	8708377	3479777
*1981	8063819	3180469
*1982	7159382	3430871
*1983	8654188	3978858
1984	10118231	4967182

TOTALS INCLUDE ALASKA & HAWAII
ESTIMATES NOT AVAILABLE

R. L. POLK & CO.
JULY 1985 ISSUED 09/85

4

New Truck Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 70%

RADIO—BY 70%

MAGAZINES—BY 63%

NEWSPAPERS—BY 65%

New Truck Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200